MOTION PICTURE

EXHIBITOR

JULY 28, 1965

Volume 74 Number 8

IN TWO SECTIONS • THIS IS SECTION ONE

100 New Theatres In NGC Expansion

(See Page 6)

U In Coast Bid For Tourist Trade

(See Page 12)

Dr. Edgar Mayer, first medical director of Will Rogers Hospital and chief medical adviser, will be honored at the combined conventions of Allied Theatre Owners of New Jersey and New York. See story on page 10.

SHINING WORDS TO SHINING DEEDS . . .

see editorial—page 4

3 Guaranteed Steps On How To Capture A Bachelor!

TECHNICOLOR® • A UNIVERSAL PICTURE

1

STEAL HIS APARTMENT!
He'll love being locked out!)

2

BORROW HIS NAME!
(He'll adore explaining it to his friends!)

3

AWN HIS CLOTHES!
le'll delight in describing that to the cops!)

SANDRA DEE
BOBBY DARIN
and
DONALD O'CONNOR
as Harvey Granson

THAT FUNNY FEELING

-starring
NITA TALBOT • LARRY STORCH • LEO G. CARROLL
reenplay by AVID R. SCHWARTZ • Based on a story by NORMAN BARASCH and CARROLL MOORE • Directed by RICHARD THORPE • Produced by HARRY KELLER

The Trade Paper Read by Choice–Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019, West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.: Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecoff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: $2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, $5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WAlnut 2-1860.

MEMBER AUDIT BUREAU OF CIRCULATIONS

MOTION PICTURE
EXHIBITOR
The SHOWMEN'S TRADE REVIEW

VOLUME 74 • No. 1 JULY 28, 1965 OUR 47th YEAR

SHINING WORDS TO SHINING DEEDS

Every worthwhile effort begins with shining words. Finally, the moment comes when those words must be translated into bold actions. At this moment, the real worth of all the shining words is revealed, along with the real worth of the men who lead the effort.

Variety Clubs International, in the relatively short time it has been in existence, has proved itself to be the entertainment industry's most effective public relations representative. Its dedication to improving the lot of handicapped and underprivileged children throughout the world has resulted in heartwarming achievements. Camps, hospitals, research centers, schools, recreational facilities, etc., exist because the men of the entertainment industry cared enough for their fellow men to bring them into being and support them wholeheartedly.

Variety has been blessed with many leaders who proved that they could back up their shining words with shining deeds. Such a man is Col. James Carreras, currently international chief barker of Variety. Thanks to his inspired leadership, the work of Variety has bridged an ocean, and the heart of show business has grown enormously on an international scale.

Last week, Col, Carreras revealed plans for what may well be Variety's greatest achievement, and all in the industry know that Variety's achievements cast credit on motion picture people everywhere.

In March of 1966, Variety Clubs International will sponsor an international conference to discuss the problem of "Use of Leisure" by the youth of the world. Certainly, this is one of the great problems of our time. How can we keep the youth of today usefully and constructively occupied in its leisure hours? It is a problem that knows no barrier of language or geographical situation. The kind of world we are to live in may well depend in large measure on how well we cope with it.

These plans were developed and proposed by Prince Philip, HRH, the Duke of Edinburgh. His unqualified support of Variety Club of Great Britain is one reason for its growth and stature in the eyes of the British people, and he has thrown his weight behind the Variety-sponsored project.

Prince Philip is also a man of action, and so his support will be infinitely more powerful than the kind that many other public figures contribute to worthy causes. At his own expense, he will fly to the United States in the Queen's plane to participate in the conference.

The conference will center in Los Angeles, and also participating will be the Gold Card members of Variety International. Leader of the conference will be former President Dwight D. Eisenhower. Representing the United Kingdom will be Prince Philip and Lord Louis Mountbatten. Leaders of youth organizations from all over the world will grapple with these vital questions.

Variety Clubs International has no greater booster in the world than Prince Philip, Duke of Edinburgh. He feels so strongly about the upcoming conference that he will be touring the United States and Canada attending and addressing conference sessions on the same subject in a host of cities. On his agenda are Miami, Houston, Los Angeles, Chicago, New York, and Toronto. In each city, the excitement that surrounds the visit of the royal guest is certain to result in increased financial support for Variety projects. It is expected that the Prince's tour of this country will result in more than a million dollars being raised for various charitable projects sponsored by Variety Clubs everywhere.

The Variety conference has already captured the imagination of U.S. leaders and opinion-makers. CBS-Television will broadcast the Los Angeles session, and their participation will also boost Variety's prestige and financial ability to help the world's youngsters. The New York session will be led by Gov. Nelson Rockefeller and will be attended by Vice-President Humphrey. President Lyndon B. Johnson is solidly behind the project and has pledged whatever assistance he is able to provide.

This is the kind of international excitement that can only be generated by men of action. Variety is fortunate to have at its helm such a man, and Col. Carreras deserves a salute from everyone in the motion picture industry.

Talk about creating a favorable image—we can all bask in the reflected glory that Variety is providing for the entertainment world. Col. Carreras has proved that hearts as well as hands can be joined across the sea. The quality of his leadership is evidenced by his ability to interest men of the stature of Prince Philip and Lord Mountbatten in Variety's work.

If Great Britain will listen to one small voice from across the sea, the Queen could recognize a truly remarkable humanitarian by elevating Col. Carreras to Sir James sometime in the near future.

NEWS CAPSULES

FILM FAMILY ALBUM

Obituaries

Clyde Beatty, 62, wild animal trainer famed for his handling of lions and tigers, who made several motion pictures, died at Community Memorial Hospital, Ventura, Cal., of cancer. He is survived by his wife, a son and a daughter by a former marriage.

Constance Bennett, 59, film star, businesswoman, and wife of **Brig. Gen. Theron Coulter**, commander at McGuire Air Force Base, N. J., died of a cerebral hemorrhage in Walson Army Hospital, Fort Dix, N. J. In addition to the general, her fifth husband, she is survived by her children.

Marlon Brando, Sr., 70, father of Marlon Brando, died in St. Vincent's Hospital, Los Angeles, of a heart attack. He was head of Pennebaker Productions; and Marlong Film Production Company.

William Brandt, 77, president, Brandt Theatres, New York City, died at Mount Sinai Hospital after a brief illness. He operated or booked films for more than 100 theatres and in the 1940's offered legitimate stage attractions on what was termed his "subway circuit" in the Bronx, Brooklyn, Jamaica, Queens, Asbury Park, N. J., and Passaic, N. J. His first nickelodeon was the Clinton Court on the East Side in 1908. He had headed several motion picture exhibitor organizations and was always active in industry affairs. He is survived by his wife, two daughters, a son, three brothers who are active in the theatre chain, a sister and 10 grandchildren and six great-grandchildren.

C. E. "Doc" Cook, 69, Maryville, Mo., theatre owner of the Tivoli, and Dude Ranch Drive-In, died in a local hospital. He was a member of the TOA advisory council and a former TOA vice-president. He is survived by his wife, two sons, a brother and seven grandchildren.

Mrs. Lea Kortes, Portland, Mich., died in an ambulance en route to Lansing. She was the wife of **Howard Kortes**, who operates the Sun, Portland; and the Family Drive-In, St. John's. She is also survived by three children.

Honors For UA's Velde

BUFFALO—Sidney J. Cohen, president, Allied Theatre Owners of New York State, Inc., announced James Velde, vice president and general manager of United Artists Pictures Corporation, will be honored at the combined convention of N. Y. and N. J. Allied, Lake Kiamesha, N. Y.

Cohen said Velde will be presented a plaque honoring him for his company's pledge not to participate in blind bidding from September through the Christmas and New Year's holidays.

Goldstone Exits Seven Arts

NEW YORK—Harry Goldstone has resigned as general sales manager of Seven Arts Pictures to return to independent distribution. Eliot Hyman, president of Seven Arts, has accepted Goldstone's decision with regret.

FORMS FOR THIS PAGE CLOSED AT 5 P.M. ON MON., JULY 26

Sargent Requests Gov't To Take Over Offices

HOLLYWOOD—William Sargent, Jr., president, Electronovision, Inc., announced he had requested the Government to seize his company's offices. The company has debts of $150,000, including $75,000 owed to the Government.

According to Sargent, most of the money from the three films Electronovision made went to distributors. The films were "Hamlet," "Tami," and "Harlow."

He said he planned to bring suit against Marshall Naify, distributor of "Harlow" in an effort to regain $150,000 he says is owed Electronovision representing profits. Sargent owns 450 of his company's 838 shares other stockholders being Richard Burton and Mitch Miller.

The company's assets include 971 prints of "Hamlet"; future rentals from "Harlow" and the exploitable value of the names Electronovision, Theatrofilm and TAMI.

Sargent has filed a $25.2 million triple-damage anti-trust suit action against Paramount, Joseph E. Levine and five theatre circuits charging conspiracy to restrain the exhibition of "Harlow."

Sargent said that after its cash and legal problems were solved, Electronovision could return to movie production if it wanted.

BV Sales Appointments

NEW YORK—Irving H. Ludwig, president, Buena Vista Distributing Company, announced that Leo Greenfield has been named to the newly created post of domestic sales manager for Buena Vista. Greenfield's duties will include supervision of Canadian sales.

Herb Robinson, former assistant eastern sales manager, was promoted to eastern division sales manager, succeeding James V. O'Gara, who recently resigned.

Don Conley, former Pacific Coast district manager, succeeds Greenfield as western division sales manager.

CORRECTION

On our editorial page last week, we discussed the Pennsylvania amusement tax repeal effort, with emphasis on the repressive Pittsburgh levy of 10 per cent. We stated that the State Legislature had repealed the amusements tax for all communities except Pittsburgh and Philadelphia. Actually, the bill has not been passed by the entire Legislature as yet. It has passed only the State House of Representatives.

In all other respects, the editorial was factual.

BROADWAY GROSSES

"Sandpiper" Still Smash

NEW YORK—The Broadway first runs continued on a good mid-summer business boom with MGM's "The Sandpiper" continuing at a fast clip at Radio City Music Hall. According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

"THE SANDPIPER" (MGM). Radio City Music Hall, with usual stage show, reported $130,000 for Thursday through Sunday, and the second week claimed at $230,000.

"THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES" (20th-Fox). DeMille stated the sixth week was $38,500.

"THE SOUND OF MUSIC" (20th-Fox). Rivoli stated the 21st week was $52,000.

"THE HALLELUJAH TRAIL" (UA). Loew's Capitol, on road show policy, reported $22,000 for the fourth week.

"VON RYAN'S EXPRESS" (20th-Fox). Loew's State tallied $34,000 for the fifth week.

"WHAT'S NEW PUSSYCAT?" (UA). Astor had $30,000 for the fifth week.

"CAT BALLOU" (Columbia). Victoria announced $26,000 for the fifth week.

"THE GREATEST STORY EVER TOLD" (UA). Warner Cinerama claimed $24,000 for the 23rd week of reserved seat policy.

"MY FAIR LADY" (Warners). Criterion, with hard ticket policy, did $59,000 on the 40th week.

"HARLOW" (Paramount). RKO Palace claimed $42,000 on the first week.

O'Gara To 7-Arts Post

NEW YORK—James V. O'Gara has been named vice-president and general sales manager of Seven Arts Pictures, theatrical distribution division of Seven Arts Production, it was announced here by Eliot Hyman, president. O'Gara, who has resigned his post as Eastern division and Canadian sales manager of Buena Vista Distribution Company, succeeds Harry Goldstone, who resigned last week to form his own distribution company.

In his new post, O'Gara will supervise the theatrical distribution of all Seven Arts product in the United States and Canada, except those films previously committed to Metro-Goldwyn-Mayer, Paramount and 20th Century Fox.

Emb. Sales Force Meets

NEW YORK—"Embassy is on the move" is the theme of Embassy Pictures' third national sales conference, to begin today at the Hilton Hotel here under the direction of D. J. Edele, vice-president and general sales manager.

Leonard Lightstone, executive vice-president, will welcome representatives of the company's twelve exchanges to the week-long meet.

Following Lightstone's opening remarks, a succession of home office executives will address the sales force, bringing them up to date on progress and new policies in all phases of the company's daily operations.

NGC To Add 100 New Theatres

$50 Million, Three Year Plan Marks First Major Move East Since Roxy Shuttered Six Years Ago

NEW YORK—National General Corporation announced plans to add 100 new theatres to its present 219-theatre chain through a three-year, $50 million expansion program.

The announcement was made jointly by the company's president Eugene V. Klein and executive vice-president Irving H. Levin, at a press conference at the Astor Hotel.

Nearly all of the theatres currently operated by National General are west of the Mississippi. The new theatre expansion program marks the company's first large scale entry into the east since its New York Roxy Theatre was closed in 1959.

National General, under provisions of a consent decree with the federal government, must obtain federal court approval whenever it acquires an additional theatre.

KLEIN

LEVIN

"At this moment we have concluded negotiations for 32 new theatres and are continuing to seek additional properties. We expect to add about 35 theatres a year for the next three years," Klein stated.

Of the 32 new theatres now being added to the chain, making it national in scope, 13 are in the east, six in the midwest, seven in the west, and six in California.

He noted that in furthering National General's marketing concept of "bringing the movies to where the people are," all of the new theatres are in shopping centers or are drive-ins or free-standing suburban theatres.

In explaining why National General is now embarking on an expansion program, Klein cited industry statistics which show average weekly theatre attendance increased to 43.7 million in 1964 as opposed to 42.5 million in 1963; average theatre admission price rose to 76 cents in 1964 compared with 74 cents in 1963; and total estimated box office gross was $1.7 billion in 1964 against $1.6 billion in 1963.

"And it now appears as if 1965 figures will top those of last year, making it the best year in the history of the motion picture industry. With an abundance of good film product currently available and more being produced, we expect to see a continuation of this uptrend for the industry," he added.

Of the $50 million investment, $35 million will be borne by the developers constructing the theatres, while $15 million will represent National General's investment in furnishings and equipment.

Fox Eastern Theatres Corporation, a wholly owned subsidiary of National General, has been formed to operate the new eastern theatres. Roderick A. Smith, formerly National General's northern California area supervisor, has been appointed eastern division manager and will be headquartered at National General's New York office at 600 Madison avenue starting Sept. 1.

Since 1961, when a new management team took over National General's reins, the company has shown substantial improvement in net worth and annual earnings.

Net worth at the close of 1961 was $9 million; four years later it was $20 million. In 1961, the company showed a net operating income of $800,000; in 1964, it was $2.5 million. Operating earnings for the 26 weeks ended March 31, 1965, were $1.6 million.

National General has concluded negotiations for the construction or acquisition of the following theatres:

EAST (13 theatres)—West Hartford, Conn., Box Bishop's Corner; Menlo Park, N. J., Fox Kensington; Brooklyn, N. Y., Seaview; Buffalo, Thruway Plaza Shopping Center (Twin); Glencove, N. Y., Town Theatre and Glencove Theatre; Hewlett, N. Y., Hewlett Theatre; Hicksville, N. Y., Twin North and Twin South; Staten Island, N. Y., Grant Shopping Center; Wantagh, N. Y., Wantagh Theatre; Providence, R. I., Warwick Theatre.

MIDWEST (6 theatres)—Carbondale, Ill., Eastgate Shopping Center; Champaign, Ill., County Fair Shopping Center; Lenexa, Kans., New 50 Drive-In; Topeka, Kans., White Lakes Shopping Center; Wichita, Kans., Highway 54 Drive-In; St. Joseph, Mo., East Hills Shopping Center.

WEST (7 theatres)—Phoenix, Ariz., Christown Shopping Center; Tucson, Ariz., 22nd Street Drive-In; Denver, University Hills Shopping Center; Missoula, Mont., State Drive-In; El Paso, Tex., Bassett Shopping Center; Ogden, Utah, Motor View Drive-In; Salt Lake City, Cottonwood Mall.

CALIFORNIA (6 theatres)—Bakersfield, Coast Drive-In; Canoga Park, Fallbrook Square Shopping Center; Los Angeles, Twin Vu; Sacramento, Fox Thunderbird Drive-In; San Bruno, Pacific Heights Shopping Center; San Jose, Town & Country Shopping Center.

Klein's firm belief in the future of the industry was evidenced early this year when National General announced plans for a multi-million-dollar, multiple program of productions to be made by the company's subsidiary, Carthay Center Productions, Inc., in association with Columbia Pictures. Levin is president of Carthay.

Levin also announced that Pierre Salinger has been elected a vice-president of Carthay Center Productions, Inc. Salinger's new responsibilities are in addition to his present duties as vice-president in charge of advertising at National General Corporation.

Salinger, according to Levin, will work on the development of new motion picture production projects with Jules Schermer, production vice-president of Carthay.

Carthay films include "Divorce, American Style," starring Dick Van Dyke, and "What Are Little Girls Made Of," based on the Muriel Resnik novel, "The Girl In The Torquoise Bikini," both for Columbia release, and "John Henry Goes To New York" based upon material in John Henry Faulk's book "Fear On Trial," the latter film also starring Dick Van Dyke.

Real Estate Partners Buy Vast Schine Holdings

NEW YORK—Lawrence A. Wien and Harry B. Helmsley, who have large real estate holdings, including the Empire State Building, purchased the vast Schine empire of hotels and theatres with an estimated worth of $150 million, it was confirmed by J. Meyer Schine, board chairman of the Schine company, who said the purchase price was "substantially more than $60 million."

Included in the purchase are 12 hotels in eight states; 60 theatres in five states; extensive ocean front holdings in Boca Raton, Fla.; station WPPA in Albany; and a CATV operation in Messina, N. Y.

Loew's, NGC, AB-PT Win Court Okay For New Sites

NEW YORK—Federal Judge Edmund L. Palmiere granted separate applications to Loew's, National General, and AB-Paramount Theatres to acquire additional theatres.

Loew's can build a new 1,200 seat house in the Houston area provided it does not play first run in its Sharpstown Drive-In until its rival exhibitors have a chance to bid. The condition, however, permits Loew's to switch first-run to the drive-in from either the new house or Loew's State.

After hearing opposition from exhibitors, Judge Palmiere granted NGC permission to build a twin hard-top with one auditorium seating 1,000 and the other 800 at a shopping center at Cheektowague in the Buffalo area. The Judge found that the exhibitors were actuated by a desire not to have competition from a new source.

AB-PT was authorized to acquire the Plantation, Plantation, Fla., provided it gave up the Florida, Ft. Lauderdale, and did not use the Colony in the same city for motion pictures.

NSS Names Branch Heads

NEW YORK—The appointment of Irving Marcus as branch manager of National Screen Service Corporation's New York branch was announced by Burton E. Robbins, president and chief executive officer of the company.

Marcus, a veteran of many years service with NSS, held several positions in the home office in New York prior to his appointment as a salesman in National Screen's Cleveland branch, he was then apointed branch manager in Pittsburgh, where he has been in charge for the past six years.

The appointment of Clare Swonson to the post of branch manager for National Screen Corporation in Pittsburgh was announced by Norman Robbins, vice-president and general manager of National Screen. Swonson has been a salesman for National Screen Service in the Salt Lake City-Seattle territory for many years.

William Brandt Mourned; Was N. Y. Exhib Pioneer

NEW YORK—William Brandt, 77, president, Brandt Theatres, died in Mount Sinai Hospital after a short illness.

He operated or booked films for more than 100 motion picture theatres. Brandt houses include seven of the 10 theatres on 42nd Street between Times Square and Eighth Avenue.

In the 1940's, Brandt instituted a "subway circuit" of legitimate stage attractions at popular prices at the Windsor Theatre in the Bronx; the Flatbush in Brooklyn; and sometimes in other theatres in Jamaica, Queens, and Asbury Park and Passaic, N. J. He said he was "creating the greatest potential audience for the legitimate theatre" and that his biggest thrill was "the education of the people who had never seen a show." High union costs made it impossible to continue the shows after the 1951 season.

Born in New York, Brandt opened his first Nickelodeon, the Clinton Court on the lower East Side, in 1908.

As president of the Brooklyn Motion Picaure Exhibitors, he persuaded the Board of Aldermen to raise the seating limit for movie houses from 200 to 600 seats.

As head of the State Motion Picture Owners, he played a leading part in legislation facing the industry, such as obtaining permission for Sunday performances. He was instrumental in establishing a joint arbitration board to settle industry issues. He was generally opposed to the more severe forms of film censorship, but in 1922 offered a resolution, adopted by the owners' group, renouncing the showing of films with a star performer who had been proved to be immoral.

Brandt is survived by his widow; two daughters; a son; three brothers, Harry, Louis and Bernard, who are active in the theatre chain; a sister; 10 grandchildren; and six great-grandchildren.

"Jimmy" Takes To Sky

BOSTON—A most unusual tie-up will benefit Variety Club's Jimmy Fund. To help sustain interest and at the same time to swell contributions during the Jimmy Fund Drive, arrangements have been completed by vice-president Edwin W. Breed, Northeast Airlines, and William S. Koster, executive director, Jimmy Fund, whereby the Airlines will provide aircraft during the month of August in Boston, Portland, Maine, New Bedford, Mass., and Manchester, N. H., without charge to a one-hour sight-seeing trip which will be available to people contributing five dollars or more to the Jimmy Fund. Northeast's pilots and stewardesses have volunteered their services for 27 scheduled DC 6B excursion flights which will carry passengers from Cape Cod to the White Mountains into Maine and Vermont and other scenic parts of New England.

Variety Club's executive director has arranged for a celebrity to accompany each flight. Former Red Sox slugger Ted Williams will be on the first trip.

Gov. Vetoes N. Y. Wage Bill

ALBANY — Governor Rockefeller vetoed legislation raising the minimum hourly wage from $1.25 to $1.50, a Democratic sponsored bill which would have become effective Jan. 1, 1966. The Governor restated that the state should not raise its minimum until the federal minimum also was increased to $1.50.

Product Squeeze Spells Disaster, TOA's Redstone Tells Va. Meet

STAUNTON, VA.—Citing potentially disastrous product scarcity, Sumner M. Redstone, president, Theatre Owners of America, called for "formulation of some plan which will strike at the heart of the economics of production . . . calculated to reverse those forces which otherwise may bring this industry to its knees."

In his address to the Virginia Motion Picture Theatre Association at the organization's annual canvention held here at the Ingleside Hotel, the TOA president told delegates that the blueprints for the future of this industry are being drawn," and the result "may be a blueprint for disaster."

He dismissed many of the current problems plaguing the industry as symptoms of a greater evil seen as "each of us must in fact employ every competitive weapon to obtain each coveted motion picture as if our survival was at stake each time."

With billions invested by exhibitors all over the country, he said, new and refurbished theatres face the prospect of no corresponding increase in production. "Construction of new theatres has been the most healthy and exciting development in the motion picture industry in recent times," he said, "but construction of new theatres when the supply of motion pictures is inadequate to supply even the existing theatres will mean disaster, not only for exhibitors but for distributors."

He said that if theatres in any city with four, five or six situations split product for the months of February, March, April, May, and June, "each one of them would have ended up with about one-third of one money-making picture."

The TOA head said he had examined the product schedule for the coming months of September, October, and November and warned "that the fall, at least on paper, is a repetition of the spring. Individual motion picture theatres cannot survive," he said, "with a picture at Christmas time and the possibility of a few in the summer."

He said that one of the cardinal reasons for the present situation was born out of the divorcement provisions of the Federal Decrees which, "sound and constructive as they may have been in other respects, boomeranged on every exhibitor."

He said that once producers and distributors had lost their equity position in thousands of theatres throughout the world, they also lost their incentive to make certain that they had an adequate supply of product for those theatres.

"Do you think for one moment," he said, "if the producers and distributors were also the owners of theatres throughout the U. S., we would be faced with the calamitous and growing shortage of motion picture product?"

He also cited spiralling production costs passed on to exhibitors already faced with unhealthy terms as the second most important factor spelling trouble for the industry in the future.

"Independently financed production and the bitter competition between producers and distributors themselves for independent stars, writers, directors, story material, and so on," he said, "have produced the exhorbitant costs reflected in the production of almost every motion picture."

Also, Redstone said, "the shortage of money-making pictures is attributable to the enormous cost which exhibitors must now pay for film, whether as a result of bidding procedures or the attraction of unprecedented floors.

"It is perfectly obvious," he said, "that the length of time which an exhibitor may economically play a motion picture is directly related to the terms upon which he has licensed the picture; and it is similarly obvious that the ability of a motion picture exhibitor to exhibit pictures of a lesser grossing potential and to absorb the economic consequences on these pictures, is sharply limited by the enormous reduction in profit with which he is left on the few great box-office hits."

He said that it is highly significant that the industry has had to go to the Justice Department and the Federal Courts "to correct conditions which every reasonable leader in our industry knows are reprehensible."

JD Action Cited

Redstone told the group that significant progress has been made with the Justice Department, as regards elimination of blind bidding practices.

"It is now . . . under very active consideration by the Department and, in fact, a representative of the Department of Justice has been meeting with executives of the motion picture distributors on the specific subject," he said.

He cited a hearing during the early part of the month involving a proposed acquisition of a theatre in Salt Lake City. "One of the major arguments presented to Judge Palmieri was that the exhibitor involved had had an opportunity to have its employees witness motion pictures at sneak previews on the west coast, an opportunity not available to others in the United States." He added that it was significant "that Judge Palmieri was sufficiently concerned . . . to schedule, a second hearing, to be held Aug. 16 in Los Angeles, on this specific phase of the case." It was also indicated that the matter will be pursued in further hearings in New York involving distributors as well as exhibitors, he said.

"All of this tends to corroborate the basic argument that we presented to the Department of Justice on March 25 that blind bidding was not only morally reprehensible; that it not only carried with it the seeds of catastrophy particularly to the small exhibitor whose margin of permissible error was correspondingly small, but that blind bidding was necessarily discriminatory and therefore quite possibly a violation of the present decrees," he said. "We were not seeking to castigate the distributors, but rather to extricate the industry from a vicious practice which had gotten beyond the control of any individual distributor or exhibitor," he said of the TOA case brought before the Department.

Redstone cited TOA's efforts to obtain voluntary agreements from the distributors terminating blind bidding. "You know that we have obtained limited agreements from Paramount, United Artists, and Universal," he noted, as well as "a virtual commitment from another major distributor which I had hoped to announce this week but which may now be withheld pending Judge Palmieri's review of the entire matter.

Variety Plans London Convention; Chief Barker Carreras Visits U.S.

LONDON—After six months of planning, the Variety Club International committee in London have made great strides in organizing what is expected to be a most outstanding convention when visiting barkers and their ladies meet in London in April, 1966, to report on their charitable activities during the past year.

So far, well over 500 people have paid their registration fees, and with nine months to go before the gathering, it is expected that with visiting barkers from America and their British colleagues, the total registrations will be in the region of 1500 people.

Accommodation for visiting barkers from the U. S., Canada, Mexico, and Ireland has been reserved at the finest London hotels, including Savoy, Hilton, Dorchester, Grosvenor House, Royal Garden, Carlton Tower, Europa, and Cumberland.

Some of the convention events so far arranged include:

April 18—Day before the convention officially opens—a special service will be held in Westminster Abbey, followed by a "Welcome to London Party."

April 19—Official opening of the conference at the Savoy Hotel. A special "City of London Night" with a banquet in the famous Guildhall.

April 20—Ladies luncheon followed by a fashion show at the Hilton Hotel.

April 21—Ladies luncheon at the Dorchester Hotel. Special visit of the ladies to Woburn Abbey—one of the great ancestral homes of England—home of the Duke and Duchess of Bedford, the former a member of the Variety Club.

April 22—Evening function—Heart and Humanitarian Award Presentations at the Royal Festival Hall.

Jim Carreras, chief barker of Variety Clubs International, is visiting New York and Los Angeles on Variety business.

During his stay in America, Carreras was to discuss details of the Variety Clubs International convention in London. It is expected that many American companies will participate in the forthcoming congress.

Carreras will also attend a luncheon of the directors of the Will Rogers Memorial Fund on July 29, when he will announce details of the appointment of Joe Jackson, Dallas, as the Variety Clubs liaison officer with the fund.

Meanwhile, Variety Club of Great Britain announces that all seats for the world premiere of the Beattles' new film, "Help!," at the London Pavilion, Piccadilly Circus, London, on Thursday, July 29, have been sold.

The first night is to be a royal occasion, with H.R.H. Princess Margaret and the Earl of Snowdon as patrons. They were present at Variety Club's charity screening of the Beatles' first picture, "A Hard Day's Night," last July.

All proceeds are to be allocated to the Dockland Settlements and Variety's charity fund for children.

The Beatles are to attend the premiere, together with their manager, Brian Epstein, and the supporting cast of the new film.

United Artists, who have given the film and theatre for the occasion, anticipate a repetition of last year's enormous crowd scenes, and as a consequence, more than 200 policemen will be on duty at the London Pavilion.

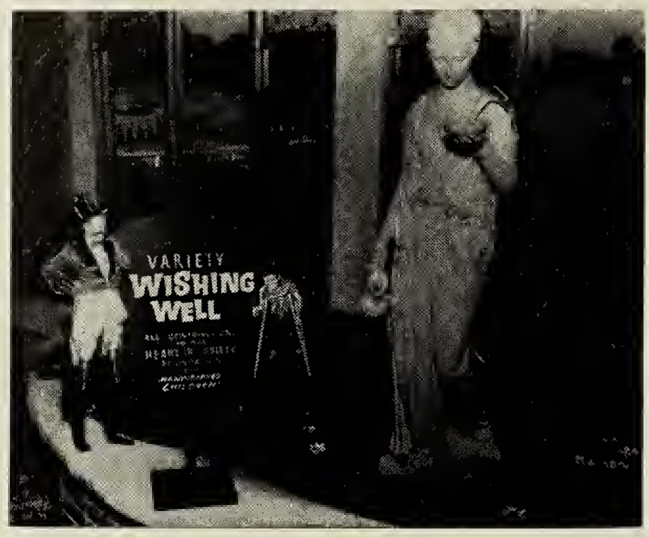
Janice Duff, a 10-year-old Dockland Settlements member, has been chosen to present a bouquet to Princess Margaret.

Nat Cohen, past chief barker of Variety Club, is chairman of the seat-selling committee, supported by Monty Morton, managing director of United Artists.

In other news from the London tent, Leslie Macdonnell, chairman of the Variety Club of Great Britain's Sunshine Coach and Minicoach Scheme, announced that three coaches to be presented to organizations caring for handicapped children in Israel are to be handed over in Tel Aviv on Sunday, Oct. 10.

A contingent of British barkers, headed by Macdonnell, international chief barker Jim Carreras, international executive C. J. Latta, and Nat Cohen, are to attend the ceremony.

Sheila Berman, Alfred Cope, and Cyril and Nathan Easterman (jointly) each donated 2,800 Pounds for the three vehicles, and Carreras, Monty Berman, and Ben Rosenfeld contributed a total of 900 Pounds for their transportation to Israel.



This Variety Wishing Well was recently dedicated at the new Westview Cinema, Baltimore, Md. Contributions will be used to aid handicapped and needy children through the Heart of Variety Foundation, Inc., of Variety Club Tent 19.

Variety Tent Honors Wolf

INDIANAPOLIS, IND.—Variety Club Tent 10 held a dedication of the Marc J. Wolf Memorial Infirmary at Camp James Whitcomb Riley in Bradford Woods.

Funds for the infirmary were raised by friends and fellow officers of the late Marc Wolf, who was past international chief barker of Variety Clubs International, and whose warm hearted concern for physically handicapped children at Camp Riley and Riley Hospital were a great inspiration in motivating their continued support for handicapped children from families of limited financial resources who attended the summer camp since 1961.

New Wineland D-I

WASHINGTON—Wineland Theatres announces the acquisition of land on U. S. 1 at Laurel, Maryland, opposite the Laurel Shopping Center for a drive-in theatre.

Theatre will be a 1,000 car drive-in, equipped with in-car heaters and covered patio for walk-in patrons. A spacious playground will cater to family audiences. Construction will begin immediately.

Lefko Revises Hospital Exchange Area Chairmen

NEW YORK—A general revision in the naming of exchange area chairmen was announced by Morris Lefko, national chairman of the 1965-66 Will Rogers Memorial Fund Drive. The changes were made at the request of the company sales heads whose branch managers, in many cases, have handled drive matters for several consecutive years and are due for relief from this industry service.

Following is the current list of exchange area chairmen who will handle the responsibilities in their respective territories: Ralph Ripps, MGM, Albany; E. C. Fitzgerald, Warner Brothers, Atlanta; William Kumins, Warner Brothers, Boston; Michael Klein, Warner Brothers, Buffalo; William Halliday, Paramount, Charlotte; Jack Eckhardt, 20th Century-Fox, Chicago; Milton Gurian, Allied Artists, Cincinnati; H. Henderson, Paramount, Cleveland; B. Brager, Paramount, Dallas; Sam Dare, Columbia, Denver; John Dugan, United Artists, Des Moines; Fred Bunkelman, 20th Century-Fox, Detroit; Paul Rice, Paramount, Indianapolis; Henry Harrell, 20th Century-Fox, Jacksonville; Thomas E. Bailey, MGM, Kansas City; Arnold Shartin, MGM, Los Angeles; Bailey Prichard, Allied Artists, Memphis, Dave Chapman, Columbia, Milwaukee; Robert Malone, United Artists, Minneapolis; David Titleman, MGM, New Haven; Charles Ost, Universal, New Orleans; Phillip Gravitz, MGM, New York; Ed Harris, Columbia, Oklahoma City; R. Hirz, Warner Brothers, Omaha; Robert Friedman, United Artists, Philadelphia; Robert Miller, Universal, Pittsburgh; James Beale, Columbia, Portland; Edward Stevens, United Artists, St. Louis; G. D. Cothran, Universal, Salt Lake City; J. B. Mooney, Universal, San Francisco; James Beale, Columbia, Seattle; and Ben Bache, Warner Brothers, Washington.

TOA Studies Movie Ads

NEW YORK—A new service for members of Theatre Owners of America has been established in the form of a four-page publication, tabloid size, embodying a practical approach to motion picture advertising, it was announced by Sumner M. Redstone, TOA president.

Known as the TOA Movie Advertiser, the publication will be issued periodically along with other management tools that are provided to TOA members.

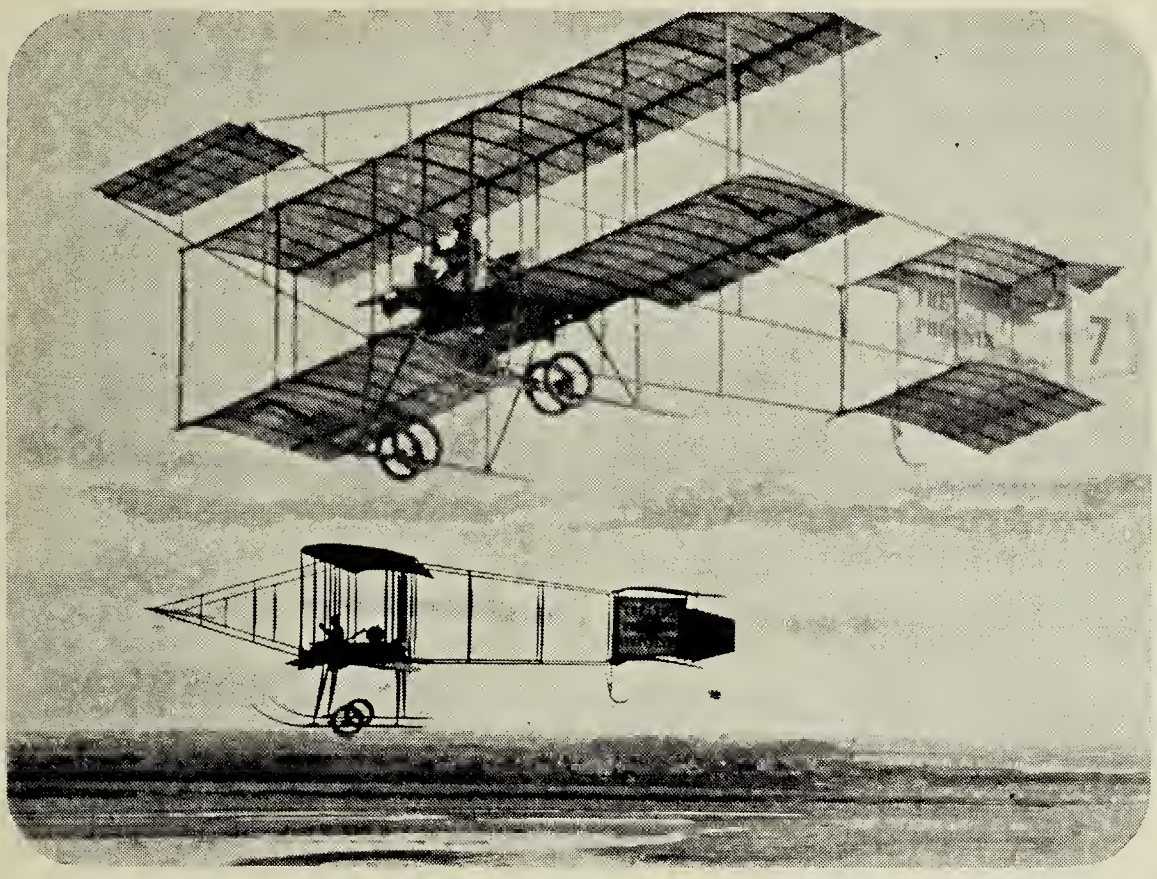
The TOA Movie Advertiser reproduces many of the outstanding theatre ads that have been prepared and published by theatres throughout the country. The reprinted ads are selected from tear sheets of newspaper motion picture pages. Each is analyzed as to its good points, with comments on the potential pulling power.

The new publication also discusses problems of the motion picture advertiser using newspapers, including the fact that many of the daily papers are very badly printed and advising exhibitors to watch for quality reproduction of their ads.

Frankel To Manager Post

MONTCLAIR, N. J. — Joseph Frankel, formerly with Stanley Warner and Walter Reade, has been appointed manager of New Jersey's only Cinerama theatre, the Clairidge, Montclair.

travel this summer



with 20th century-fox

Soar from London to Paris with THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES, hailed unanimously as the year's comedy smash hit. **Cycle** the glorious Alps with Julie Andrews in the year's longest-running, most joyous film musical, THE SOUND OF MUSIC. **Hop a boxcar** with Frank Sinatra and Trevor Howard in VON RYAN'S EXPRESS, now setting new boxoffice records around the country. **Go primitive** with Anthony Quinn as ZORBA THE GREEK, widely acclaimed winner of three Academy Awards.

Mr. Exhibitor: You can take a long vacation when you book these four 20th Century-Fox hits!

New York Film Festival Selects First 10 Entries On '65 Schedule

NEW YORK—The first 10 films selected for exhibition at the Third New York Film Festival to be held at Lincoln Center Sept. 7 through 18 were announced by Amos Vogel, Festival director.

French film director Jean-Luc Godard, who provided last year's Festival with "Band of Outsiders" and "A Woman is a Woman," will be represented by his Berlin Festival grand prize-winner, "Alphaville." Another Festival entry by Godard is "Le Petit Soldat," his highly controversial story—banned by France for two years—of a young French army deserter who becomes entangled with two opposing extremist factions in the Algerian conflict.

Famed Indian director Satyajit Ray will offer "Charulata" ("The Lonely Woman"), the film for which he was just awarded best director honors in Berlin.

"Thomas l'Imposteur," based on Jean Cocteau's celebrated romantic novel of the same name, is directed by Georges Franju as a sombre and ironic comment on the inanities of war, and stars Emmanuelle Riva, the tragic heroine of "Hiroshima, Mon Amour."

"Walkover," the Polish film by a new young director whose talent created a stir in the Critics' Week at Cannes, will also be shown. Written and directed by Jerzy Skolimowski, who also plays the leading role, "Walkover" is the second film of the director who is known for having co-scripted Andrzej Wajda's "The Innocent Sorcerers" and Roman Polanski's "Knife in the Water," an important presentation at the First New York Film Festival.

"Peter and Paula," winner of the Grand Prize at the Locarno International Film Festival, is a lyrical film by Milos Forman, one of the leaders in the renaissance of Czechoslovakian filmmaking. A second film from Czechoslovakia, "The Shop on High Street," directed by the team of Jan Kodar and Elmar Klos, is a tragicomedy set in an occupied Slovak village in 1942.

"Six in Paris" is a multi-part feature with color sketches set in different sections of the city by Jean-Luc Godard, Claude Chabrol, Jean Rouch, Jean-Daniel Pollet, Jean Douchet, and Erich Rohmer.

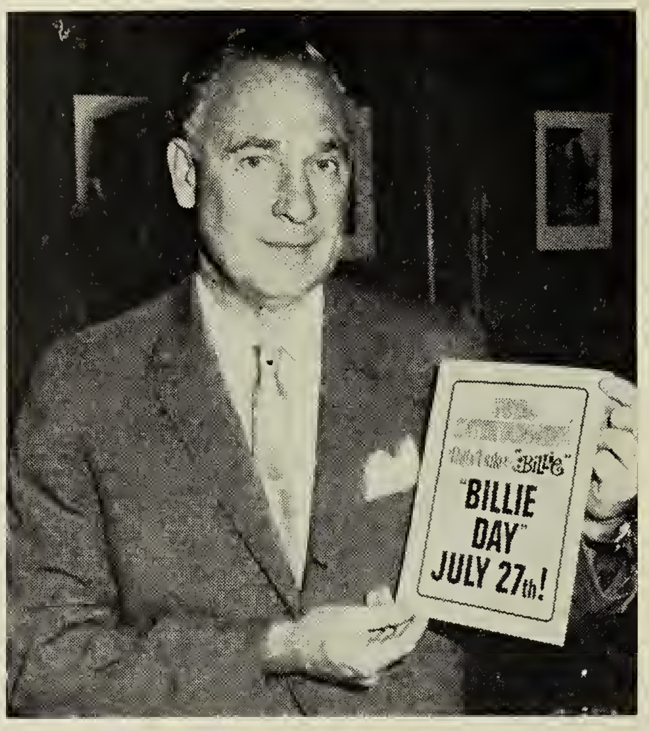
Two retrospective film presentations complete the list of selections to date. "Les Vampires," a nine-part French serial made in 1915 by director Louis Feuillade, will be shown in a special screening, courtesy of the Cinematheque Francaise, from 5 p. m. till midnight. Never before shown in America, the film has long been considered an underground classic by the Surrealists.

"The Wedding March," Erich von Stroheim's 1928 classic, is possibly the most bizzare of his worldy silents dealing with the moral and social decay of aristocratic Vienna, will also be shown.

Tokofsky To Col. Studio

HOLLYWOOD — Mike Frankovich announced that Jerry Tokofsky will join Columbia's top executive echelon. Tokofsky will be working closely with studio head Frankovich and vice-presidents Arthur Kramer and Gordon Stulberg.

Prior to joining Columbia, Tokofsky served with the William Morris Agency for 13 years in an executive capacity in the motion picture division in New York and Hollywood.



James R. Velde, United Artists vice-president, announced the company's sponsoring of "Billie Day" in all branches on July 27, when seminars will be held on the Chrislaw Production of "Billie," which stars Patty Duke.

N. Y. Allied Directors Set

BUFFALO—Sidney J. Cohen, president, Allied Theatre Owners of New York State, Inc., announces that the following exhibitors were elected directors for the Albany area at a meeting in the state capitol: Howard Goldstein, Schenectady; John Wilhelm, Catskill; and Leonard L. Rosenthal, Sylvan Leff, Ray Smith, and Sam Rosenblatt, all of Albany.

The new Albany directors will join with the new Buffalo directors to elect new officers for the coming year during the combined convention of N. Y. and N. J. Allied, Aug. 2-5 at the Concord on Lake Kiamesha in the Catskills.

Nation's Exhibs Attend UA "Billie Day" Seminars

NEW YORK—"Billie Day" across the United States and Canada was celebrated yesterday (July 27). According to United Artists vice-president James R. Velde, the company was to sponsor special exhibitor-oriented promotional sessions in all 35 of its domestic branches to launch the Chrislaw Production of "Billie," starring Patty Duke.

Velde stated that the aim of "Billie Day" was to "transmit our enthusiasm and optimism to our customers in exhibition" and to "establish the high position of top boxoffice and total entertainment which the film possesses."

Every one of the company's branches was to hold day-long seminars on "Billie" for all local and area exhibitors. The highlight of these conferences was to be the showing of a specially-created eight-minute exhibitor short in color.

For the occasion, all U.S. and Canadian branch offices were colorfully decorated with "Billie" posters, flags, streamers, and other valuable selling tools which the exhibitor in turn will be able to utilize in his own situation for promoting the motion picture.

Special emphasis was also to be placed on the film's soundtrack album, which was to be played for the attending exhibitors. This album, on United Artists Records, will also serve to further the new singing career of Patty Duke, already a major film and television star. The "Billie" album will be the subject of a major sales drive by UA Records.

To help bring added attention to the nation-wide series of conferences, UA had all exchange operators answering their phones with the phrase, "Billie Day, July 27."

All exhibitors, buyers, and bookers attending the "Billie Day" festivities were to be given selling kits which included both color and black-and-white photographs, valances, posters, programs for theatre distribution, color transparencies, streamers, copy prints of the film's ad campaign, the albums and 45 rpm versions of the "Billie" music, and sample radio spots prepared to back the film's openings.

Dr. Mayer, Will Rogers Hospital, To Be Honored By N.Y.-N.J. Allied

BUFFALO—Dr. Edgar Mayer, first medical director of Will Rogers Hospital and for many years its chief medical advisor, will be honored at the combined conventions of the Allied Theatre Owners of New Jersey, and Allied Theatre Owners of New York State at the Concord Hotel next month. This was announced by Sidney J. Cohen, president of the New York unit.

A "Special Award of Merit" will be presented to Dr. Mayer at the convention's banquet on Aug. 4, said Cohen, for the work and guidance he has given to the hospital. Dr. Mayer has been chief consultant on the different expansion programs that have taken place at the hospital, and he has helped guide the institution into the extensive program it is now concluding.

Mayer helped found the hospital in 1927. He was its director until 1933. He was medical director of the chest division of Cornell Medical School in New York for 15 years and has served as clinical professor of medicine at New York University. He has been lung consultant to many New York and out-of-town hospitals, also trustee chairman of medical advisory board of the National Jewish Hospital at Denver for over 25 years.

He also served as consultant advisor on tuberculosis to the Government of India and to pre-Castro Cuba.

Dr. Mayer graduated from City College of New York, received his Doctorate in Medicine at Columbia Medical School, and took post-graduate studies at the University of Munich. He has written many books and has had innumerable articles published in medical journals on treatments of chest diseases.

Three Phila.-N. J. Exhibs To Build New Theatre

PHILADELPHIA—An affiliation of three leading exhibitors in the Philadelphia—New Jersey area have announced the construction of a new theatre in Northfield, N. J. David E. Milgram, president of Milgram Theatres, Inc., Philadelphia; George Schwartz, a leading exhibitor of Atlantic City; and Charles Tannenbaum, operator, Charles Theatre, Atlantic City, are the interested parties.

The Tilton Theatre Company, Inc., announced that the new theatre will be equipped with 1,200 push-back seats arranged with generous row spacing. All the latest motion picture developments in projection and stereophonic sound have been incorporated into the design.

The new air-conditioned theatre was designed by Thalheimer and Weitz, Architects and Engineers, Philadelphia. The auditorium will afford good acoustics and good sight lines to the 30-foot-high by 60-foot-wide screen. The 80 by 160 foot building's exterior walls will be finished with custom-sized concrete block and brick. The entrance will be emphasized with a series of white concrete frames incorporating the theatre's marquee and feature sign. Two ticket windows will be located inside the vestibule for patrons' comfort in inclement weather.

The new Tilton Theatre is located in the new Tilton Shopping Center in the Northfield community.

Fla. Welcomes New Tyrone

ST. PETERSBURG, FLA.—Newest of Florida's 1965 bumper crop of de luxe, first-run motion picture theatres is the local Tyrone, a $100,000 edifice located in the Tyrone Shopping Center, which had its grand opening early in July with an area premiere of "The Art of Love."

Owned by the Quarto Corp. of Florida, the Tyrone is a luxury house with 1000 seats in rows spaced 40 inches apart. The lobby has a green and gold color scheme, and gold-colored drapes line the auditorium walls.

The Tyrone's grand opening was attended by St. Petersburg's top city officials and by a large group from the motion picture industry, including Henry Glover of Largo, president, Motion Picture Exhibitors of Florida, and the following branch managers from Jacksonville: Robert Capps, MGM; Henry Harrell, 20th-Fox; and Byron Adams, United Artists. Officers of the Quarto Corp. are Miss Jeanne Hart, Lakeland, president; Roc Salzer, prominent St. Petersburg exhibitor who will supervise operations of the Tyrone, vice-persident; Herbert Roller, Lakeland, supervisor of the Grove Theatre, Lakeland, treasurer; and John Tomlinson, Jacksonville, head of the Tomlinson Co. a leading Florida booking agency, secretary.

New D. C. Buying Agency

WASHINGTON—Sheldon Tromberg, president of Boxoffice Attractions, Inc., Washington, D. C., based regional distributing company, has announced the establishment of Boxoffice Theatres, which will act as a theatrical buying agency for independent exhibitors in Maryland, Virginia, and Washington, D. C.

Tromberg is also a partner in S & J Tromberg Realty, Ustun and Tromberg Associates, and the Smith, Krakower and Tromberg Group; all three affiliations are in the construction, renovation, and real estate field.

Theatres, Broadcasting Provide ABC With Record Half-Year Take

NEW YORK—Second quarter and first six months earnings from operations for American Broadcasting Campanies, Inc., were the highest for any such periods in the history of the company, Leonard H. Goldenson, president, reported.

For the second quarter, earnings from operations rose to $3,488,000 or 76 cents a share from $2,568,000 or 56 cents a share in 1964, an increase of 36 per cent. Net earnings, including capital gains, were $3,845,000 or 83 cents a share compared with $2,491,000 or 55 cents a share last year.

For the first six months, estimated earnings from operations rose to $7,665,000 or $1.66 a share from $5,433,000 or $1.19 a share, an increase of 41 per cent. Net earnings, including capital gains, were $8,051,000 or $1.74 a share compared with $5,474,000 or $1.20 a share for the like period of 1964.

As was true in the first quarter, both major divisions, television and radio broadcasting and theatres, contributed to the improvement in earnings, Goldenson said.

In broadcasting, Goldenson noted that television network sales for the upcoming 1965-66 season starting this fall are at the highest level ever for this time of the year, substantially ahead and on a much firmer price basis than last year.

Goldenson reported that the company's theatre portfolio continued to be strengthened. Since the first of the year, two new theatres have opened, 17 marginal properties have been divested, and 19 new theatres are in various stges of construction. These 19 new theatres, together with an almost equal number of additional theatres that are being processed, will be located primarily in shopping centers in growing suburban areas.

Goldenson reported on the recent expansion of the company's activities in the entertainment field. It was recently announced that MSG-ABC Productions, Inc., which is jointly owned by the Company and Madison Square Garden Corporation, acquired an 80 per cent interest in the two American and two European productions of Holiday on Ice.

Some of these people waited in line as much as three hours to see MGM-Filmway's "The Sandpiper" on opening day at Radio City Music Hall, New York. Police estimated that the crowd, which stretched a full three blocks from the theatre, was one of the largest that ever gathered to see a film at the Music Hall.

"Sandpiper" Sets Records In First At Music Hall

NEW YORK—Grossing $134,293 in the first four days of its Radio City Music Hall engagement, the MGM-Filmways Martin Ransohoff Production, "The Sandpiper," established four new boxoffice records at the world famous theatre.

Opening on Thursday, July 15, the film grossed a spectacular $30,005 to set a new Music Hall opening day record. The previous opening day record holder was MGM's blockbuster of last summer, "The Unsinkable Molly Brown," with a gross of $29,916.

In addition, "The Sandpiper" established new boxoffice records for the largest gross on a non-holiday Friday and Saturday in the 33 year history of the Hall, with grosses of $31,917 and $37,477 respectively.

With a four day total of $134,293, "The Sandpiper" set a new all time four day record. The previous four day record holder was Universal's "Father Goose," which recorded $131,024 during the Christmas weekend period. "The Unsinkable Molly Brown," which grossed $2,001,556, during its ten weeks at the Hall and is the all-time Music Hall boxoffice champion, grossed $129,923 in its first four days.

The first week total of more than $227,000 also broke the all-time record at the Music Hall, previously held by "The Unsinkable Molly Brown."

Cherin From MGM To AIP

NEW YORK—Milton Moritz, American International Pictures' national advertising-publicity director, announced that Barry Cherin has joined the AIP publicity department, replacing Mike Kaplan, who has resigned to accept a position in the MGM publicity department as trade press contact.

Cherin will work with eastern publicity director Ruth Pologe. Prior to joining the company, Cherin was a member of Metro-Goldwyn-Mayer's exploitation department and also did advertising-production work with Sid Glazer at Metro.

Dubinsky Acquires Three

DES MOINES—Dubinsky Brothers Theatres, Lincoln, Neb., has purchased the RKO Orpheum, downtown Des Moines; RKO Orpheum, Marshalltown; and Iowa, Cedar Rapids.

Irwin Dubinsky, president of Dubinsky Theatres, said his company will assume active management of the houses in Des Moines and Marshalltown immediately, and the Iowa in Cedar Rapids after Dec. 1.

All three theatres will continue to be operated as first run houses, but the RKO policy of playing double features will be dropped. The Orpheum theatres in Des Moines and Marshalltown probably will be renamed.

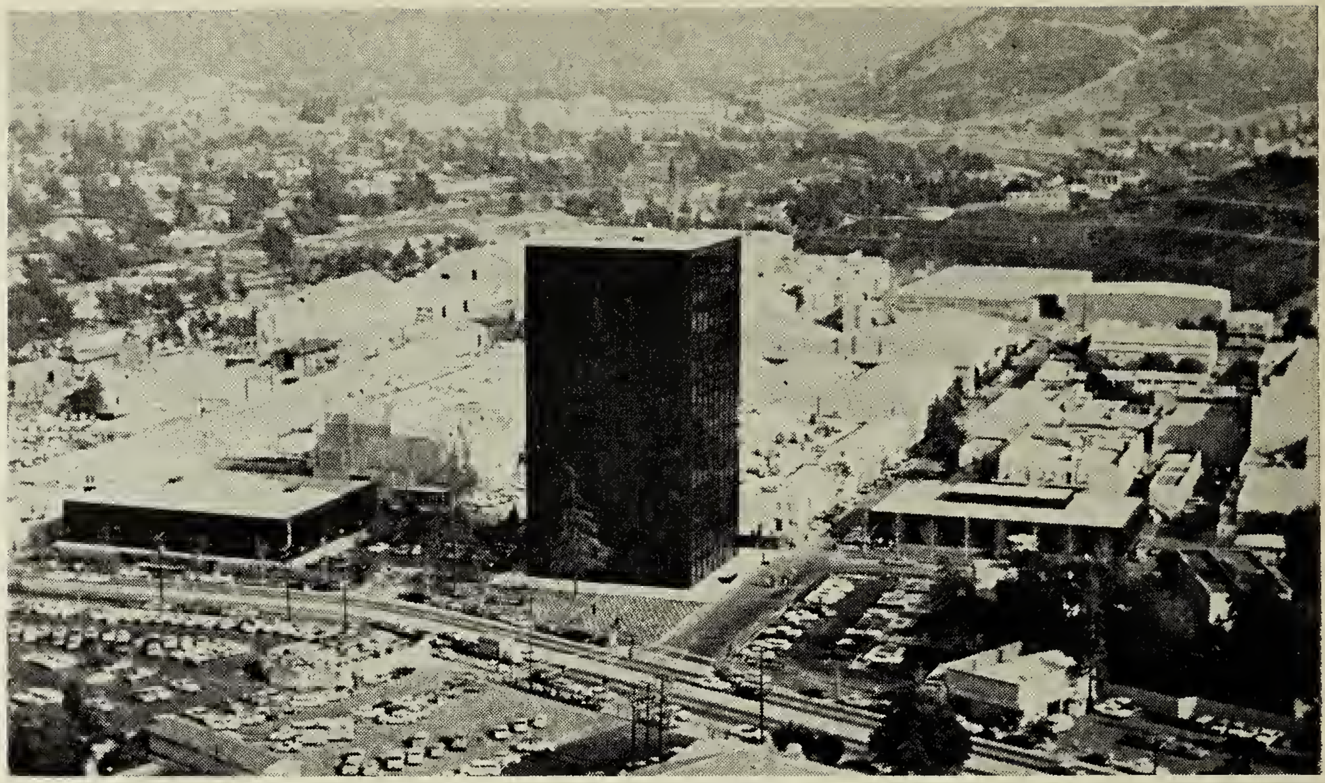
Dubinsky Brothers operates houses in Sioux City and Fort Madison in Iowa.

DGA To Absorb SDIG

HOLLYWOOD—Members of the Directors Guild of America have voted to absorb the Screen Directors International Guild, with the merger expected to become official within the next 90 days. The merger will swell the membership of DGA to over 3100.

On Tour:

2½ Hours At Fabled Universal City Studios



MCA Tower rises above 410 acre tract on Lankershim Boulevard

Nestled in the Hollywood Hills between this motion picture capital of the world and the lush San Fernando Valley is one of the world's most unusual "cities" — called Universal City, California.

Though only two families actually live here today, those of Jim Nye, studio security chief, and Police Captain John English, this is a city in nearly every other sense of the word.

It has a 14-story tower headquarters and 36 sound stages bustling with production for both theatre and television. It has its own lakes, transportation system, stores, a waterfall, recreations of entire streets from the world's famous cities; has had its own zoo, and even, as oldtimers are wont to remember, its own chicken farm where Uncle Carl Laemmle's birds layed many an egg.

Though there are few permanent residents, more than 5,000 persons work on the lot, which covers 410 of perhaps the most varied acres north of Disneyland. The sprawling property is conservatively valued at $40 million, and the present owner, MCA, Inc., has set expansion plans to the tune of another $60 million. In line with the policies of Jules C. Stein and Lew Wasserman, MCA is pushing production and construction at Universal City at a pace unequalled in Hollywood's short, but turbulent history.

Visitors get a close look at the paddlewheel "Sea Witch," moored on McHale's "ocean." Paddlewheel is one of the many attractions on the backlot.

Visitors Village

SIZE: Covers an 11-acre hill site on the back lot of the 410-acre studio. (Size of present experimental village: 1 acre.)

VISITORS CAPACITY: 5,000 daily.

TRANSPORTATION: 13 especially designed, surrey-topped trams. (Seven are now in use.)

PARKING: There will be ample parking facilities for visitors. Village will have enough to offer the visitor wishing to remain all day. (Current maximum visit time: 2-½hours.)

ATTRACTIONS: Actual motion picture and television filming (when production permits); demonstrations by make-up artists, hair stylists, stuntmen and firearms experts; a fashion show; manufacture of movie snow, mechanically operated gadgets used in pictures; vehicles identified with performers and shows (including Jack Benny's Maxwell and The Munsters' hearse); colorful streets, sets from top-rated productions, fashionable restaurant, other food facilities, souvenir shops.

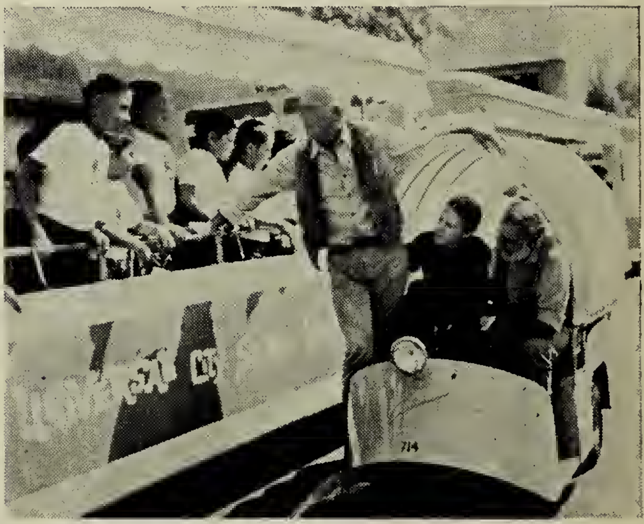
VISITORS CAMERAS: may be used, as of now. Motion picture and television shows represented by sets will include "Spartacus," "The Hunchback of Notre Dame," "The War Lord," "The Munsters," "The Big Fisherman," "Charade" and Mervyn LeRoy's "Moment to Moment."

RECEPTION CENTER: reached by a marble and granite walk leading through a colorful garden and between rows of majestic trees. Tour will start from an old-time railroad terminal, used in many pictures, with a backdrop of rolling hills.

GLAMOUR STAGE: demonstrations and the fashion show will be presented; designed in Louis XV motif. Raised stage will be surrounded by seats for 150.

Since 1959, MCA has shifted a considerable amount of Universal City's production to tv features. With its long experience in putting together the "package" show, the firm is now the leading producer of filmed tv shows. Though tv production is obviously emphasized, MCA is firmly in the entertainment business, and film production remains one of the cardinal ends of the corporation. Wasserman demands constant use of studio facilities, which has made the center a gathering place for many of the top writers, actors, and producers in filmdom and tv circles.

With all of the activity, MCA has not been too busy to embark upon a long term public relations enterprise formally introduced in July, 1964, as Universal City Studio Tours. For the first time since the pre-War years, this major began offering visitors a behind-the-scenes view of filmland with its sleeves rolled up. A multi-million dollar Visitors Village, covering an 11-acre site is rapidly nearing completion, with facilities to



Terry Wilson, Michael Burns and Frank McGrath, stars of ABC-TV's "Wagon Train" drop by to greet boys from the Variety Boys' Club.

handle up to 5,000 visitors each day.

Thirteen surrey-topped, open air trams, each tram consisting of three vehicular units, shuttle visitors during the two-and-a-half-hour trip through the innermost recesses of the lot.

Also scheduled for this summer was a new $5 million Technicolor plant. In addition, the first segment of the proposed Sheraton-Universal, to consist of a 500 room hotel which can be expanded into the $40 million, 1,800 "Hotel of the Stars" envisioned by Wasserman, was expected to be launched by ground breaking ceremonies this summer.

Wasserman said 220 acres is the optimum size for the studio, and has marked 190 acres for real estate development by MCA.

The present studio occupies a total of 410 acres, fronting on Lankershim Blvd., just north of the Hollywood Freeway. Universal opens its gates to visitors Mondays through Saturdays, for sightseeing and picture taking excursions in the trams. Various sets, studio buildings outside film sites, and other points of interest are generally described by tour guides during the trip.

The Hacienda Area, located near the tram depot along the Front Lot, is the site of bungalows and offices occupied by stars, producers, and other studio executives.

Universal City Plaza, also on the schedule, consists of a complex of modern buildings fronting on Lankershim Blvd. Completed in the complex, as planned, are the 14 story MCA Tower, which houses the executive offices of MCA, Inc.; Universal Pictures and Universal-TV; the Studio Commissary, equipped to serve 2,000 persons in an hour; the Universal City Post Office; and the Production Building, which contains the studio's production, casting, art, and research departments.

Included on the tour is one of the most famous of U's sound stages, the "Phantom Stage," used in all three filmings of "The Phantom of the Opera." The original set, with its massive chandelier, is one of 36 sound stages on the lot.

Universal City's transportation area features complete garage facilities for more than 800 vehicles.

At the moment, the tour has included a peek into star Doris Day's studio dressing room. When Miss Day is not on the lot, visitors are permitted to view her wardrobe and other possessions.

Plans for the expansion of Universal City into one of the major tourist attractions of the city include a special theatre on the lot where clips will be shown to whet the appetite for Universal and, in a rare example of cross-plugging, other studio's coming product.

Famed Streets Opened To Tourists

(Universal City Studios is the only motion picture and television facility in Hollywood that invites the general public to take their own still and movie pictures while touring the immense lot aboard specially-designed surrey-topped trams. Some of the noted 'street' sets described by tour guides during the tram trips, are listed below.)

BROWNSTONE STREET has represented many large Eastern cities including New York, Brooklyn and Boston. Used by Steve Allen and Donna Reed in "The Benny Goodman Story;" and James Stewart and June Allyson in "The Glenn Miller Story."

NEW YORK STREET has its own San Francisco Chinatown, where "Flower Drum Song" was made in 1961. Ronald Colman, in 1946, was awarded an Oscar for filming of "A Double Life." Rock Hudson, Gina Lollobrigida and Gig Young starred in "Strange Bedfellows" here. TV's "87th Precinct," "M-Squad," "Going My Way," and "Mike Hammer" series were all filmed along New York Street.

SOUTHERN STREET is around the corner from the Courthouse. The tram will pass a burnt church from the picture, "The Cardinal," which starred Tom Tryon. Across from the church is a row of old homes, one occupied by Gregory Peck in "Mockingbrid."

MEXICAN STREET, also known as Bowie Street and Adobe Street. Many modern-day Western features have been shot here as well as the Wild West stories. Films include "The Man From the Alamo," Glenn Ford; "Backlash," Richard Widmark; "Taggart," Dan Duryea; "Kitten With A Whip," Ann Margret, John Forsythe. This outside city set is frequently used by TV units.

LARAMIE STREET was first used for "Uncle Tom's Cabin" back in 1926. When the "Laramie" TV series was shooting, it was built into a complete Western town.

DENVER STREET, another Old West location, was once known as Medicine Bow, Wyoming, when the "Virginian" crew constructed it in 1960.

EUROPEAN STREET, once known as German Street, was the original site for Lon Chaney's 1923 movie, "The Hunchback of Notre Dame." In 1924 another section was added for "All Quiet On the Western Front."

NEW ENGLAND STREET contains several well-remembered homes including "The Bachelor Father" house, and the house occupied by Deanna Durbin in most of her old films. Last house on the street was used for "Not As a Stranger," Robert Mitchum; "Desperate Hours," Humphrey Bogart, Fredric March; "The Magnificent Obsession." Rock Hudson and Jane Wyman; "A Child Is Waiting," Judy Garland, Burt Lancaster.

COLONIAL STREET features the residence occupied by James Stewart during the filming of the comedy, "Harvey." Next door is a rather run-down old mansion where TV's "The Munsters" now take up occupancy.

Tram takes visitors through the streets of "Medicine Bow, Wyoming," hometown of the "Virginian," one of the many storied sets opened.

Three-car tram passes War Lord Tower along Falls Lake, used during the filming of "The War Lord" starring Charlton Heston.

Old-timers reminisce aboard covered wagon in Visitors' Village, which contains many movie "props" visitors may inspect and handle.

Tram stops for a moment to give visitors a camera's-eye view of house and motel from the Alfred Hitchcock chiller, "Psycho."

The NEW YORK Scene

By Mel Konecoff

PRODUCER-DIRECTOR STANLEY KRAMER GOES IN FOR EITHER BIG, BIG press stunts for his films or small, small ones. Last week, he held one of the latter on behalf of his forthcoming release, "Ship of Fools," when he gathered some of ye press aboard a launch in the East River to talk about the picture as the vessel went down to New York Harbor and the Statue of Liberty, after which it returned to its berth at the foot of 23rd street in Manhattan. Cost of renting the vessel for the day, which was also to be used for newspaper, magazine, and television interviews, was 425 dollars, we were reliably informed by a passing sea gull.

Kramer revealed that only two engagements have been set on the film in the immediate future, one in New York and one in Los Angeles, after which it will commence to play off in October on a wider-spread basis. Sept. 20 will see the Paris premiere taking place, to which the European press has been invited. He reminded that the film was invited to three film festivals, but had he accepted, it would have meant opening commercially at the wrong time as a condition of entrance. This he was not prepared to do. Most of the cast is in Europe, and the stars will be present at the Paris opening.

"Ship of Fools," which cost close to four million dollars, was designed to encompass a world market, with each individual star meaning something boxofficewise in the various countries abroad. The book has been translated into all languages, which means that there should be a large audience awaiting the film version. He debated the advisability of roadshowing release but came to the conclusion that there were too many films being roadshown, and this is one of the mistakes of the industry, since there are not enough entertainment dollars around for a large number of roadshows. He'd be delighted to settle for a "Goldfinger" type of gross, which is non-roadshow in release. Another industry error, he claimed, is putting everything on a large screen just because we have large screens. This means a loss of value both for the film and the process if the property doesn't require it.

Kramer's next project will be "Andersonville," which will start shooting next March on a location in the U. S. still to be determined, a problem on which scouts are presently working. Oskar Werner of "Ship of Fools" is the only one set thus far, and Kramer predicts a big future for this actor. Women's magazines have been after him like crazy. "Andersonville" will probably take a 100-day shooting schedule and could cost seven to 10 million dollars. Whether it will be in color has not as yet been decided, nor has a decision been reached as to whether it could go roadshow.

Kramer still has a film to make for UA, but he didn't now whether he would go through with this or try to negotiate it out of existence. After "Andersonville," he didn't know what he would do, but he preferred to make single picture deals for the future.

It's not true that our green pallor was due to sea sickness as we disembarked. Rather, this is our normal color.

A MATTER OF PROJECTION: IF ANY OF YOU ARE INVITED TO SEE A TITLED film in Joe Levine's new projection room, here's a tip. Sit in either the last row, which is well elevated, or in the first row; otherwise, you won't be able to see the titles if the room is filled. Not enough attention to the sight lines, but it's beautifully decorated and smartly furnished, thanks to Rosalie Levine, we understand.

THE METROPOLITAN SCENE: JERRY LEWIS SEZ, "KOOK IS A REAL GEM LIKE my latest Paramount release, "The Family Jewels," and he sends over some bubble bath, Kook by Trejur. Have to try it one of these days. Should be a real tickler. . . . Did you see the July 16 issue of Life? Great seven-page story and foto layout on Jim Nicholson and Sam Arkoff, American-International, and its product. . . . UA's Jim Velde sent over the July 13 issue of Look containing fine material on James Bond and his latest adventure, "Thunderball." He also sent over the new issue of Saturday Evening Post, which has a six-page cover story on the same film. . . . An inter-office memo from Joe Levine to the employees of Paramount Pictures was the peg for a two-page ad on "Nevada Smith" in a recent issue of the Sunday Times. One part was addressed to employees, the other to the general public highlighting the casting of the film. . . . The Gallery of Modern Art held a reception honoring Hal Roach inaugurating "A Tribute to Hal Roach," a film retrospective on his 50th year in motion pictures. . . . The old meets the new in Allen Iselin's shocker, "Frankenstein Meets The Space Monsters," to be released by Allied Artists. It was entered in the Trieste Film Festival.

Para. Features Blooming In Summer Boxoffice Sun

NEW YORK—Paramount Pictures is enjoying a highly successful summer release period, with four major pictures contributing high weekly grosses, it was announced by general sales manager Charles Boasberg.

"The public is increasingly 'movie-conscious' this summer," Boasberg said, pointing out that "the so-called 'big' pictures are grossing more than they ever have before, particularly in the multiple and drive-in situations."

Noting that it is not the company's policy to make dollar estimates of a picture's grossing potential, Boasberg said, "I feel it is reasonable to say that three of Paramount's summer pictures will rank among the industry's top grossers for the year."

These pictures are Joseph E. Levine's "Harlow," starring Carroll Baker in the title role; Hal Wallis' "The Sons of Katie Elder," starring John Wayne and Dean Martin; and Otto Preminger's "In Harm's Way," starring John Wayne, Kirk Douglas, and Patricia Neal.

In addition, Paramount is registering outstanding grosses with its fourth summer release, Jerry Lewis, "The Family Jewels," which, Boasberg said, "is equalling, and, in many situations, surpassing, Jerry's top films of previous years."

UA Weeks Drive Tops Last Year's Shipments

NEW YORK—United Artists Weeks Drive, the company's annual sales campaign which this year ran from June 27 through July 10, amassed a total of 24,198 shipments for the period, it was announced by UA vice-president James R. Velde.

Velde, in noting that this year's total was substantially higher than last year's near-record, stated that an impressive number of shipments was recorded in the area of shorts, despite the fact that the shorts department has only been in operation for six months.

In congratulating the UA branches on their outstanding efforts, Velde simultaneously thanked the nation's exhibitors for their enthusiastic support which he noted contributed to making the 1965 drive even more successful than last year's. He added that hearty support from the country's showmen has always been a vital part of the above-average tradition of the UA Weeks Drive.

Velde stated that the winning branches would be announced as soon as the final tabulations of the drive's results could be made.

Interstate Expansion Set

SAN ANTONIO—Plans for a new theatre to be constructed at Wonderland Shopping City were announced by Interstate Theatres. George Watson, city manager of the circuit, said construction is to start within a few weeks.

Watson said the new theatre, to be the city's finest in equipment and appointments, will have approximately 1,000 rocking-chair type seats. The screen is to be approximately 55 feet wide. Equipment will handle all new processes, including Todd-AO and 70mm. Parking facilities will be adjacent to the theatre, Watson said.

He said the announcement is in keeping with Interstate's expansion program throughout Texas and that other location announcements will be forthcoming.

Broumas Award To Spaid

SILVER SPRING, MD.—John G. Broumas, president of the rapidly expanding Broumas Theatre Circuit, announced the winner of the June manager of the month showmanship award. He is Wayne Spaid, manager of the Barracks Road, Charlottesville, Va.

Ribbon cutting ceremonies at Loew's new Rochester, N. Y., theatre featured, left to right, film star Tony Randall; Bernard Diamond, Loew's Theatres general manager; Arthur M. Tolchin, assistant to the president of Loew's Theatres; "The Harvest Queen"; Mayor Frank T. Lamb; and Marty Allen, of the comedy team of Allen and Rossi.

Canadian Picture Pioneers To Honor Herbert Allen

TORONTO — Herbert Allen, president, Premier Operating Corporation, Ltd., Toronto, was named Pioneer of the Year, it was announced by Dan Krendel, president of the Canadian Picture Pioneers.

The unanimous selection of Allen for this honour was made by a selection committee which included R. W. Bolstad, Frank Fisher, Haskell Masters, N. A. Taylor, Morris Stein, and Jack Arthur. Allen is one of the original motion picture pioneers in Canada and is a tireless worker on behalf of charitable and fraternal organizations in the industry.

The committee also recommended that special awards be presented to Charles Dentelbeck, Toronto, retired projectionist, who for years has made an outstanding contribution to the work of the Canadian Picture Pioneers; Gordon Spencer, president, F. G. Spencer Company, Saint John, N.B., who has been a leader in the work of the Maritimes branch of the Canadian Picture Pioneers; and Fred Varlow, formerly president and now vice-president, Alberta branch of the Pioneers, for his leadership in the work of the Alberta branch.

The awards will be presented at the Pioneers' dinner in the fall.

Klein Joins UA

NEW YORK—Harold S. Klein has joined United Artists as an executive in business affairs, it was announced by United Artists first vice-president David V. Picker. "His appointment, which is effective immediately, will entail working in collaboration with United Artists president Arthur B. Krim, board chairman Robert S. Benjamin, and United Artists executive vice-president Arnold M. Picker, as well as myself, in all phases of the company's operation," Picker said.

Klein comes to UA from Columbia Pictures, where he was assistant secretary and assistant general counsel since 1952. Prior to that, he was assistant to the general counsel at the Columbia Broadcasting System and member of a law firm whose practice included theatrical clients.

Ash To Seven Arts

NEW YORK—S. Allen Ash has been appointed midwest division account executive for Seven Arts Associated, it was announced by Donald Klauber, executive vice-president and general sales manager.

Dept. Of Justice Moves To Desegregate Theatres

WASHINGTON, D. C.—The Department of Justice has filed suit under the Public Accommodations section of the 1964 Civil Rights Act for the immediate desegregation of the State and Fitz Theatres, Bogalusa, La., owned by Meyer A. Berenson. The case has been assigned to Howard W. Christenberry, chief judge of the New Orleans district.

It is charged that Berenson refused to admit Negroes on the same basis that he admits whites. A court order enjoining the theatres from further discrimination or from making any distinction on the basis of race or color in availability of seats or services is sought.

LONDON Observations

By Jock MacGregor

ASSOCIATED BRITISH'S ANNUAL REPORT MAKES GOOD READING EVEN IF there has been a slight setback in profits due to the heavy new levy on tv advertising revenue. Chairman Sir Philip Warter has presented it in a new form designed to give the maximum information in a clear and concise way, and has been warmly praised by financial editors. Trading profits have increased from $4,233,600 to $14,523,600 since 1956, and this year's—before deductions for depreciation, amortization, directors' emoluments, and audit fees, which are settled on a group basis—have been broken down as follows:

	1965	*1964*
Cinema operations	$7,131,600	$ 6,720,000
Production and distribution	$ 826,000	$ 277,000(Loss)
Ten Pin Bowling	$ 462,000	$ 509,600
TV operations	$8,206,000	$10,418,800

The drop in Ten Pin is country wide and will be worse with some companies since the game has not really caught on, and the provision of bowls has outpaced demand. Most gratifying are the happy results of the motion picture and theatre activities. While difficulties have stopped the Marineland project at Southsea and the Blackpool development—again efforts to start a drive-in here have been thwarted—by making them financially hazardous, Sir Philip confirms other plans. ABC will build a 1300-seat theatre and shops at Newport, Monmouth, and another next to the ABC Theatre, in Glasgow's Sauchiehall street, and are negotiating for sites for entertainment centres in Newcastle-on-Tyne and Birmingham. Theatres at Reading and Bristol will be rebuilt and many others modernized. He reports that business at recently rebuilt theatres has been "substantially improved."

RANK THEATRE DIVISION OPENED THE NOTTINGHAM TWIN ODEONS IN style, and two coaches and a kitchen car were attached to the lunch time train from London for Kenneth Winckles' guests. It was a festive occasion and a perfectly organized promotion, with everything planned to the minutest detail. The documentation was admirable. Nothing was left to chance, and everyone knew exactly what was expected of him. I still recall being flown to a preimere and the publicist, who had not even given the press tickets, leave alone any information, irately phoning the hotel where we patiently waited in tuxedos to ask why the hell we weren't at the theatre. Two nice, useful touches: a pocket "who's who" of all guests and a pro-forma on which to detail early morning departure requirements, complete with tactful listing of later trains for those who might not fancy a dawn call after lavish hospitality.

The theatre is in romantically named Angel Row, and the more daring of us were transported from hotels in vintage cars and coaches. Bands played the scores of the opening attractions in the streets, and I suspect that the ghosts of Robin Hood and his Merry Men must have envied the roistering, even though the present Sheriff of Nottingham, who took part in the ceremonies, in no way suggests the villainous holders of this high office in legend—and television. Guests drew tickets as to whether they saw Julie Andrews in "Sound of Music" in Odeon 1 or "Mary Poppins" in Odeon 2, and received suitable gifts from the distributors as they entered the auditoria. I saw "Music" and periodically wondered when Julie was off the screen if she would reappear as "Poppins"—thanks to a well run projection booth she didn't and I was unable to use my pre-fabricated title, "The Sound of Mary Poppins."

The modernity of the project was stressed in the opening ritual. The Lord Mayor, after the traditional "few suitable words" in the foyer, pressed a button on the operator's portable remote control panel transmitting a signal to the Cinemation installation which lowered the house lights, opened the curtains, and started the projectors in both theatres. George Grafton Green's ingenious "Look at Life," dedicated to the theatres and movies in Nottingham, opened the program. A supper in the restaurant rounded off the evening. I could not help wishing that Mrs. Mike Frankovich could have come from Hollywood, for as Binnie Barnes she had officiated at the opening of the original theatre. Despite the hospitality, I made the early train when again the special coaches were attached. A wit had to crack to Percy Livingstone and the 20th-Fox executives that their street stunt was seeing them off. We all bought it, looked eagerly, and saw some nuns and children hurrying to catch a train. There wasn't a card with title and theatre credits in sight!

I WAS IN TOWN IN TIME TO JOIN DEREK AND RODNEY ECKART AT THE Variety Club lunch at which the Ivor Novello awards were presented and they received their handsome Star Circuit necktie. Their 140-plus halls are pretty evenly divided between movies and bingo. They have now taken over their first West Ender, the Prince Charles, and are increasing seating by removing the orchestra pit and stage. We shall hear about policy soon. . . . International chief barker Jim Carreras is all but commuting to America settling next year's VCI convention in London, which will be inaugurated with a Westminster Abbey service. 1500 registrants are anticipated. Meanwhile, at the July 29 Will Rogers Memorial Fund lunch, he will name Joe Jackson of Dallas as Variety Club's liaison officer with the fund. . . . In the BBC's Sunday afternoon "Movie-Go-Round" program, now produced by John Dyas, Radie Harris sounded as though she were really enjoying herself, turning the tables on Hollywood columnists in general and Hedda Hopper in particular. It was bright listening. . . . Warners' Wolfe Cohn personally attended the special advance preview of the hilarious "The Great Race." No one has doubts about its potential. . . . A New Yorker I took to Columbia's Saturday midnight preview of "Cat Ballou" was amazed it was possible to fill a house at such an hour and claimed it couldn't happen in Manhattan, which somehow I doubt. Here it is a wonderful time to get stars. Lee Marvin's performance was punctuated with spontaneous applause. . . . A miniature bottle of Old Grand-Dad with the compliments of UA brought me the message of "The Hallelujah Trail."

ALBANY

Menands Drive-In, Albany-Troy Road, closed near mid-season. It has been reported the likely site of a shopping center. . . . Martin Burnett, Stanley Warner district manager, and Strand manager, invited Knickerbocker News' carriers to a morning screening of Warners' "The Great Race" at the circuit's Delaware. . . . Edgar S. Van Olinda, critic and columnist, Albany Times-Union, called 20th-Fox's "The Sound Of Music," Hellman, "the finest motion picture I have ever seen." Olinda, who is 81, visited Salzburg, Austria, in June, 1964, during location trip of newspapermen as guests of 20th-Fox. . . . David Litto, United Artists, is distributor co-chairman for the Will Rogers Memorial Hospital, audience, collections drive.

BUFFALO

There was a record crowd in attendance at the annual Golf Outing of Tent 7, Variety Club of Buffalo, at the Erie Downs Golf and Country Club across the border in Fort Erie. . . . The lucky barkers in Variety Club are looking forward to the annual Variety Day at the Fort Erie race track, which was originated by the late Murray Whiteman. Anthony T. Kolinski, chief barker, will present a blanket to the winning horse of the Variety Sweepstakes. . . . Stanley Kozanowski, one of Buffalo's veteran exhibitors, is still going strong. Stanley for many years has operated the Rivoli, where he often presents feature films of special interest to the large Polish population in that area. . . . Bob Sokolsky, discussing the end of censorship in New York State, said in his column in the Courier-Express: "The time has come for the exhibitor to turn his back upon the borderline product that obviously is without merit and designed for prurient tastes. The time has come for the distributor to do the same, and the time has come for the entire industry to decide once and for all that trash belongs in cans and not on a screen. The argument that there is an element of the public that wants this stuff is one that can not hold up much longer." . . . The name of Sherwin Greenberg Studio, Inc., has been changed to Sherwin Greenberg, McGranahan & May, Inc. Besides Greenberg, those represented in the corporate name are James C. McGranahan and James E. May, who continue as vice-presidents. McGranahan also has been appointed to the new position of studio manager for the Buffalo studio. Greenberg also announced the company has opened a second studio in New York City. . . . The Studio Theatre, at home for the past 25 of its 38 years, is discussing the possibility of a move downtown to the Town Casino building. Consideration has been given to the purchase of the Main street night club facility at a meeting of several board members. The playhouse has been located at Lafayette avenue and Hoyt street since 1940. . . . Albert J. Petrella, first assistant chief barker of Tent 7, Variety Club of Buffalo, and councilman-at-large, has been endorsed for re-election to a second four-year term in the Council.

CHARLOTTE

A revision in existing Sunday Blue Laws at High Point has been proposed which would permit motion picture houses to open at 12:30 p.m. on Sundays, instead of at 1 p.m. The new law was proposed by the Council's Law and Public Safety Committee.

CINCINNATI

"Best Wishes" from Film Row and area exhibitors are extended to Frank Schreiber, Universal salesman, observing his 45th year with the company. Becoming a movie fan when he was nine years old, Schreiber joined Universal when it opened the local exchange July 12, 1920. . . . Bob Rehme, Cincinnati Theatres' publicist and advertising director, has resigned to become field representative in this area for United Artists. . . . Dan Acito, theatre interior designer for the Times Theatre and the Mary Anderson, Louisville, Ky., is convalescing nicely following surgery. . . . Carl Ferrazza, Universal field representative, was in Cleveland for the splendid opening of "The Art of Love." Mid-States Theatres also employed its sophisticated showmanship to the fullest extent, and made "The Art of Love" and the remodeled Mary Anderson Theatre the talk of Louisville, Ky.

COLUMBUS, O.

Columbus City Council may act in September on legislation introduced by Councilman Roland Sedgwick to grant a non-exclusive community antenna television franchise to Capitol Cablevision Co., owned by WBNS-TV and Cox Broadcasting Corp. Council is in recess during August. Sedgwick said the legislation was prepared at the request of Capitol. . . . Promoters of the Ohio Valley Jazz Festival, scheduled for a three-day run at the Ohio State Fair here, may sue fair management because of the policy of "free" admission at all other attractions. The festival is scheduled to charge admission. The other acts would be open to holders of general admission tickets to the fair. Theatremen regard the free acts as strong competition. . . . The Driving Park Area Council is protesting to City Council the new "adults only" film policy of the Gayety, formerly the Livingston. The neighborhood council also objects to a reported plan of operator Leroy Griffith to install live burlesque at the Gayety.

DALLAS

Rube Jackter, vice-president and general manager of Columbia Pictures, will pay a visit to Dallas on July 26. He will hold a sales meeting with area Columbia personnel and exhibitors. Jack Judd, district manager in Dallas for Columbia, will be host for the all day meeting. Jackter is scheduled to discuss such forthcoming Columbia films as "Lord Jim," "Ship of Fools," "King Rat," and the Christmas release, "Heroes of Telemark." . . . A special screening was held at the Palace of Warner Bros. "The Great Race." . . . Lorne Greene, who is seen on the television, series, "Bonanza," is scheduled to appear here in person on Jan. 23 with the Dallas Symphony Orchestra on the Dollar Concert at the Dallas Memorial Auditorium. . . . "The Hallelujah Trail" is scheduled to open at the Capri here on July 27 and will replace "The Greatest Story Ever Told," . . . Cowboy movie star Roy Rogers and his wife, Dale Evans, were honored at the International Society of Christian Endeavor's 48th convention. A citation read in part: "These two, who are one in show business, have achieved mass popularity without parallel in both their individual and united careers. 'By the millions of young Christians of the world, they are recognized and honored because first and always their witness is for Jesus Christ. As parents, their home has become an international demonstration of their faith, which has risen to its fulfillment through tragic sorrow." . . . The southwestern premiere of "Those Magnificent Men In Their Flying Machines" will be held on July 21 at the Tower. The film will replace "My Fair Lady." . . . Juanita White, newly installed president of the Dallas WOMPI Chapter has announced that committee appointments are as follows: Verne Gordon, Interstate, publicity; Marie Russey, 20th-Century-Fox, program; membership, Jo Ann Johnson, Central Shipping; community service, Ora Dell Lorenz, Metro-Goldwyn-Mayer; industry service, Mary Sue Cunningham, Interstate; Rosa Browning, by-laws; Lee Hulley, Stanley Warner of Texas, finance; bulletin, Patricia Knott, United Artists; Mable Guinan, Paramount, Will Rogers Memorial Hospital and R. J. O'Donnell Research Laboratory; telephone, Jan Frey; sunshine, Judy Wise, Interstate; and social, Linda Elliott, Paramount. . . . Kristen Lee, daughter of Mr. and Mrs. Bernard Brager (he is local Paramount branch manager) was married. . . . An attendance record for Columbia Pictures in Austin has been established by "Cat Ballou," according to Jack Judd, Columbia district manager in Dallas. It was reported that the film has played to 65,230 persons, 30 per cent of the city's population, in eight weeks of the engagement and still going in its ninth week.

HOUSTON

John Ashley, seen in "How To Stuff A Wild Bikini," the American International release, made a series of personal appearances in conjunction with the opening of the film at both indoor and outdoor houses. Ashley appeared at the Granada, Yale, Airline D-I, Hempstead D-I, Thunderbird, Winkler, and Pasadena D-I. . . . There will be a contest here to discover a beauty to appear in the new James Bond movie, "On Her Majesty's Secret Service." . . . KHOU-TV has purchased a $2,000,000 package of post-1950 movies, many of which will be telecast in color on the station's various movie series. Next fall, KHOU-TV also will televise a Friday night movie from 8:30 to 10 p.m. . . . The Shamrock Hilton's Hideway Lounge has a device called Scopitone which runs 16 mm color films of famous singers just like a juke box. The first one in Texas, it has a choice of 36 films, which are shown on the screen by rear projection. Each number is a production number. A French invention, it costs $4,500.

JACKSONVILLE

Dick Eason, Leesburg, veteran buyer and booker for MCM Theatres, is a patient in the local Baptist Hospital. He was stricken by a heart seizure while visiting the Paramount branch office in the Florida Theatre Bldg. . . . The husband of Jane Weeman, Columbia office worker, went into Baptist Hosptal with a case of pneumonia. . . . Jimmy Dinkins, who covered six southeastern states as a salesman for Dominant Pictures, has settled down to a local job as manager of the Dominant branch office in the Florida Theatre Bldg., succeeding Dave Roper. . . . Alton McKaskill has acquired the Bunnell, Bunnell, from Harry Dale. . . . Ben Dargush, former manager, Buffalo, is now a member of Florida State Theatres' managerial team. He left here for Orlando after being teamed for a short while with Art Castner, manager of the suburban Edgewood. . . . Robert Redding, FST manager trainee from Silver Springs, is being trained by Art Castner at the Edgewood. . . . Sheldon Mandell's suburban Five Points Theatre moved into its 16th week with "The Sound of Music," firmly establishing this lilting musical as one of the most popular and longest-running films in local motion picture history. The Five Points' attendance drops midweek but weekends have continued strong, and no opening date has been set for the theatre's next road show, which will be "Those Magnificent Men in Their Flying Machines." . . . The three local drive-ins of Kent Theatres went first-run with a program headed by "McHale's Navy Joins the Air Force." . . . FST's downtown Imperial had a two-day exclusive run with a stage-and-screen-effects illusion show called "Monsters Crash the Pajama Party," before going into the first-run of "Taboos of the World."

MIAMI, FLA.

St. Petersburg's newest theatre opened with a gala invitational showing of "The Art of Love." St. Petersburg's first new theatre building in 35 years, it is located in the Tyrone Shopping Center. Manager Rocker Salzer also operates the Center Theatre. . . . Managerial changes include James Maury, from the Boulevard Drive-In to the Rosetta; Irving Bobson, from the Rosetta to handle Wometco's summer vacation reliefs; James Symons has been hired to manage the Boulevard Drive-In. Clayton Bynum is now manager, Parkway Art; and Mrs. Annette Symons, manager, Mayfair Art. . . . James Dougherty, producer of the Florida-made "Escape From Hell's Island," has been honored by the United States Air Force for community relations work in the Miami area. Dougherty is now a Miami resident and trains with Florida's famed Flamingo Troop Carrier Wing. He received the Air Force Commendation Medal and citation for his service as sergeant with Miami's 9968th Air Reserve Squadron at Homestead AFB.

NEW HAVEN-HARTFORD

Ernest A. Grecula, Jr., 16, son of Connecticut Cinema Inc. (Art Cinema operators) general manager and Mrs. Grecula, is in Japan on a six-week visit as part of the suburban Avon Oriental Language Summer Program. Miss Justine L. Shulman, daughter of Mr. and Mrs. A. H. Shulman, Shulman Theatres, is in Iran under auspices of Experiment in International Living. . . . Retiring president Russell Newton was given a perfect attendance pin at his last presiding luncheon meeting of the New London Lions Club. He's manager of American Theatres Corporation's Capitol, New London. . . . Sperie P. Perakos, vice-president and general manager of Perakos Theatre Associates, has reserved seat policy in effect Mondays through Fridays (except matinees) for current long-run engagement of 20th-Fox's "The Sound of Music" at the Elm, West Hartford. . . . Radio station WRCH gave its "Business Man of the Day" Award to Jack Sanson, retired metropolitan Hartford district manager for Stanley Warner Theatres and now a sales promotion executive for Moriarty Bros., Manchester automotive-oil concern. The citation acknowledged Sanson's civic contributions and business achievements in metropolitan Hartford. . . . Tom Grace, manager of the Perakos Eastwood, East Hartford, and Mrs. Grace became grandparents for the first time as their daughter gave birth to a baby boy. . . . The Pine Drive-In, Waterbury, interests, Lou Rogow and Frank McQueeney, have announced plans for fall construction of a hard-top to seat between 850 and 1,000 on a tract of land adjoining the drive-in. The new project will contain 70 mm. equipment, a Waterbury "first." Franklin E. Ferguson and Associates will buy and book film. . . . Harold Pivner, Putnam druggist, has assumed operation of Interstate Theatres of New England's Bradley, Putnam, for an undisclosed sum. Booking for this, too, is assigned to Ferguson.

NEW ORLEANS

The building at 1040 Royal Street housing the Royal Art Theatre was the target of fire bombs hurled twice within 11 days. Firemen prevented serious damage. Owner-manager Joel Bluestone said "stink bombs" had also been thrown at the theatre and also at the Peacock in the Gentilly section of the city. Police are investigating. . . . The opening of the Lakeside on Veterans Highway in the suburban area has been postponed. . . . Harold Bailey, co-owner, Gentilly Art Theatre, is back in action after being incapacitated for over six weeks due to a major abdominal operation. He will have to take it easy for the next few months, however. . . . Columbia's "Cat Ballou" will have an area multiple first run on August 19. . . . United Artists annual two weeks sales drive titled "A picture on every screen" during the period resulted favorably. . . . Young Larry Jones is furthering his ambition to become a press agent by working under the tutorage of Arthur Barnette, free lance ad and publicity man. . . . William Gehring, Jr., 20th Fox division manager, was in at the local exchange. . . . Carl Heine, Jr., is the new booker student at Universal exchange. . . . Ritz, Natchez, Miss., was closed indefinitely by Gulf States Theatres. . . . The Misses Nola Gates and Melva McMahon, employes of the West Theatre, Adelaide, Australia, were guests of the local WOMPI on their recent visit to New Orleans. The down-under gals were interested in WOMPI and hope to start a similar organization when they get back home. They were honor guests at an all-day outing held in honor of outgoing WOMPI officers at the home of Shirley Eagan's parents in Mandeville, La., a feature of which was a barbecue cook-out. Shirley Eagan is second vice president of the WOMPI.

PHILADELPHIA

Stanley Warner Theatres' executives and some departments are moving to New York from South 19th Street. Roy Robbins and the publicity department and several others will remain here. . . . The Capitol and Boyd, Lancaster, Pa., closed after more than 50 years, in the city's urban renewal program. . . . Former Pennsylvania Governor George M. Leader will be guest speaker on visitation day, August 8, at Variety Club Tent 13 Camp for Handicapped Children at Centerpoint, Worcester Township, Montgomery County, Pa. There will be dedications of several new cabins, memorial trees to deceased barkers, a dental chair for the infirmary, etc., and a buffet dinner will be served all visitors in the Beresin Hall. . . . Cinerama-United Artists' "The Hallelujah Trail" will follow "The Greatest Story Ever Told" at the SW Boyd on a reserved seat basis beginning July 27. . . . Schlanger Theatres Inc., filed a civil action in U.S. District Court against Paramount Film Distributing Corporation, Warner Brothers Pictures Distributing Corporation, Universal Film Exchanges, Columbia Pictures, United Artists, MGM, 20th Century-Fox Film Corporation, and Buena Vista Distributing Company. . . . A two-alarm fire that started in a popcorn machine caused an estimated $35,000 damage to the State, Lebanon, Pa. . . . Franklyn Pease, Lincoln Drive-In, was injured in an auto accident recently and had his neck in a brace. . . . Bob Folliard, Continental, was in and conducted a seminar and showing of the trailer on forthcoming "Ghidrah, The Three-Headed Monster," a Japanese thriller in CinemaScope and color, featuring the fabled monsters—Godzilla, Mothra, and others.

ST. LOUIS

Deborah Walley visited several Mid-America theatres in connection with American International's "Ski Party." . . . Bloomer Amusement Company announced a new indoor theatre on the site adjacent to their Sky-Vue Drive-In, Belleville, Ill. . . . Wehrenberg Theatres closed the Michigan and Savoy, neighborhood houses for the summer. . . . Wehrenberg Theatres hold a Sunday nights promotion at their four drive-ins called "Sundig," patterned after the "Shindig" tv show. . . . Jules Jablonow, Mid America Theatres, is recuperating from a broken rib. . . . Noreen Butz, long-time Mid America office employee, has resigned due to ill health.

SAN ANTONIO

Tom Powers, city manager, Cinema Arts Theatres is offering a season pass to the Cinema Arts Theatres to the winner of a contest to find a local double for Jim Arness, television's "Marshall Dillon," being conducted by television station KENS-TV. Local movie star Big John Hamilton will appear with the winner on a local television show and also treat him and his companion to two of the steak specialties at the Big John Steak House. . . . Perry Salinas, singing candidate of last spring for a seat on the City Council, is in Mexico City making a movie. . . . Prizes worth more than $100 are offered in a new contest sponsored by the San Antonio Evening News and the Laurel, managed by Alvin Krueger, in connection with the showing of "In Harm's Way." . . . John Santikos, suburban Olmos, is currently showing the first run "All My Love," and has booked to follow another first run film, "Cat Ballou." . . . Richard Vaughan, manager, downtown Texas, is utilizing the front of the building opposite the Texas to advertising the booking of the forthcoming "She" with Ursula Andress. . . . Ted Waggoner, manager, Cinema I and Cinema II, has held over "The Sound of Music," which was to have closed, for an additional run now scheduled to close in August, postponing the arrival of the road show engagement of "Those Magnificent Men In Their Flying Machines."

NO "BIDDING"
at La Concha
Flat Rental Only
choose your own
"PLAYING TIME"

Holiday at Atlantic City's ultra-modern La Concha Hotel amid carefree, lavish surroundings.

You'll enjoy spacious accommodations, all-weather swimming pool, beach and sun spots, solarium and sun decks, dining and entertainment on the grand scale. Ample room for meetings and banquets, too . . . and appealing rates.

So come down for a week-end, a week, a month or . . . whatever time you can spare. You'll be glad you did.

(While you bathe and enjoy the luxurious appointments, I'll listen to your buying problems.)
Harry I. Waxmann

La Concha-Montpelier & Boardwalk
ATLANTIC CITY, N. J. 08404

For Phone Reservations *call 609-348-9101*

PROGRESSIVE ELECTRIC
CONSTRUCTION CO. INC.
240 N. 13th ST. • PHILADELPHIA 7, PA.
*35 Years of Theatre Construction
and Maintenance*

CLARK TRANSFER, INC.
Terminals:

- BOSTON, MASS
  818 Albany Street, Roxbury 617-268-4682
- NEW YORK, N. Y.
  603 W. 46th Street . 212-246-0815
- NORFOLK, VA.
  316 South Main Street 703-545-3832
- PHILADELPHIA, PA. (Executive Offices)
  829 North 29th Street 215-232-3100
- RICHMOND, VA.
  312 South 17th Street 703-648-6083
- TAMAQUA (HOMETOWN), PA. 717-668-1727
  RD # 2
- WASHINGTON, D. C. 202-526-4800
  3194 Bladensburg Road, N. E.

Fess Parker, star of the "Daniel Boone" show on NBC-TV, will headline an hour long variety show Friday, Aug. 20, at McCreless Shopping City. . . . Comedian Bob Hope was in San Antonio to visit his son Tony, stationed at Lackland Air Force Base for basic military training before joining a United States Air Force Reserve unit in California. . . . A local wag, walking up to Emil Kupca, assistant manager of the Aztec, asked: "What's new, Emil?" Kupca, not caught off guard: "Pussycat—that's what." . . . A robbery attempt by a pair of teen-age holligans ended in failure when they unwittingly tried to hijack a plainclothes police detective. The officer, Leo Speery, who ironically is attached to the police juvenile bureau, was accosted by the boys shortly after he had left the Laurel where he had seen "In Harm's Way." . . . Jerry Moon, managing news editor, radio station KTSA, was found not guilty in Corporation Court on a charge of "distributing advertising material on a public street." Judge James Tafolla found Moon not guilty following a two hour, non-jury trial. The charge stemmed from a promotional stunt when phony Confederate money was dropped from a helicopter June 5 at McCreless Shopping City. The money was exchanged for tickets to see "Shenandoah."

SEATTLE

Memorial services were held for James Howard Stephenson, 82, for 25 years before he retired, electrician at the Fifth Avenue Theatre. . . . Sally Dunstan, Sterling's public relations department, reports exceptionally large response to the local "Yellow Rolls Royce" letter contest. . . . John Adams is in from San Francisco as a salesman trainee in the 20th-Fox executive training program.

WASHINGTON

Sam A. Galanty, mideastern and southern division sales manager, Columbia Pictures Corp., recently visited Cincinnati to discuss forthcoming Columbia product with circuit heads and film buyers. . . . In conjunction with the opening of "Genghis Khan," which played Warners Metropolitan, Sid Zins, publicity representative for Columbia, made special arrangements with the Genghis Khan Restaurant to serve oriental delicacies after the showing of the picture to the large turnout of radio-tv and newspaper people, which gathered at the Motion Picture Association. . . . The Motion Picture Association of America was the setting for the recent press showing of "The Collector," starring Samantha Eggar and Terence Stamp. Both stars were recently given acting awards at the Cannes Film Festival. . . . A special trade showing of "The Great Race," starring Jack Lemmon, Tony Curtis, and Natalie Wood, was held at the Ambassador Theatre. . . . Mrs. Catharine Murphy, president, Women of the Motion Picture Industry, International, Washington, D. C., has appointed the following committee chairmen for the 1965-66 term: finance, Mrs. Doris Chown, Wheeler Films; programs and social, Mrs. Margaret Hillier, Sidney Lust Theatres; membership and publicity, Mrs. Patricia Gormley, MPA; bulletin, Mrs. Eileen Olivier and Mrs. Eleanor Forry, 20th Century-Fox; community service, Mrs. Joan Peterson, Loew's Theatres; industry service, Mrs. Gertrude Finch, Columbia Pictures; Will Rogers Memorial Hospital, Miss Lillian Levy, Columbia Pictures. . . . A pre-opening premiere of "Les Mystifies" (Symphony for a Massacre) was held for His Excellency, the Ambassador of France, and Madame Herve Alphand at the new Janus Theatres 1 and 2, Washington, D. C. Guests viewed "Les Mystifies" in Janus 1 in the original French version without sub-titles, and "Symphony for a Massacre" (the same motion picture) in Janus 2 with English sub-titles. The new owners are Martin Field, president, and Harold Slate, vice-president. Both Field and Slate, have been operating theatres in the past, and they have come up with an entirely unique concept of theatre operations. The Janus Theatres are "Siamese Twins," served by one projection booth and the same entrance. The lobby will contain a large airline-ticket-type Kiosk which will serve as ticket office, manager's office, and refreshment stand for both theatres. The theatres embody all the latest developments in motion picture projection, providing the largest possible theatre in the smallest space, with a design concept which eliminates all the usual foyers, lobbies, and halls, and still provides maximum seating comfort and optimum sight lines for every seat. Janus 2 has nine rows, with 150 seats scientifically placed in a fan shaped design. The walls, ceiling, and wall-to-wall carpeting are a rich gold color, with alternate rows of seats in coordinated orange and brass. Janus 1, with 13 rows, has 200 seats. Reds provide the color tones in ceiling, walls, and carpeting, with alternate rows of seats in oranges and red. The facade of the theatre is a mosaic mural created by a Mexican artist, Alfonso Pardinas. He flew in from San Francisco with a crew of four and 2,000 pounds of hand-carved tiles as excess baggage on a recent Saturday morning. By working 12 to 13 hours a day, the murals were applied by Monday morning. "Symphony for a Massacre" is a Seven Arts picture. In connection with the premiere opening, Field and Slate, were hosts to a press, radio and television showing whereby champagne was served to the guests before the showing of the feature. Out of town film executives on hand for the opening included Manny Youngerman, Seven Arts district manager, Philadelphia, and Harry Goldstone, general sales manager for Seven Arts Pictures.

YOU ARE NEEDED!
Join In The Annual Audience Collection Campaign
for the WILL ROGERS HOSPITAL
PLEDGE YOUR THEATRE NOW IN YOUR INDUSTRY'S OWN HUMANITARIAN EFFORT
★
MEYER ADLEMAN, Pres.
NEW JERSEY MESSENGER SERVICE
WAlnut 5-3944 PHILADELPHIA WOodlawn 4-7380

SERVISECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

MOTION PICTURE
EXHIBITOR
THE SHOWMAN'S TRADEREVIEW

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new Issue is a complete, carefully checked reference index, brought up-to-date, from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last Issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.

JULY 28, 1965

SECTION TWO
VOL. 74 NO. 1

FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabatically undar each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy
CAR—Cartoon
COMP—Compilation
D—Drama
DOC—Documentary
MD—Melodrama
MU—Musical
W—Western
NOV—Novelty
TRAV—Travelogue

Number, followed by m. is running time on day of screening. If a feature has been cut, ar had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinerama
CS—CinemaScope
DC—Deluxe Color
DS—Dyaliscope
EC—Eastman Color
MC—MetroCalor
PC—Pathe Color
PV—Panavision
RE—Raissue
TC—Technicolor
TE—Technirama
TS—Techniscope
VV—VistaVision
C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and data of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

ALLIED ARTISTS DISTRIBUTED DURING THE PAST 12 MONTHS

6414 BLOOD ON THE ARROW—W-91m.—(DC)—Dale Robertson, Martha Hyer, Wendell Corey—5237 (12-16-64)—Old Fashioned fast moving western
FOOL KILLER, THE—D-98.—Anthony Perkins, Edward Albert, Salome Jens — 5277 (4-28-65) — Off-beat drama can use special attention—Landau
MARA OF THE WILDERNESS—D-90m.—(C)—Adam West, Linda Saunders—5293 (6-23-65)—Outdoor adventure is okay family program entry
6410 MASTER SPY—D-71m.—Stephen Murray, June Thorburn 5209 (9-2-64)—Fair programmer—English-made
6407 NAKED KISS, THE—D-92m.—Constance Towars, Anthony Eisley—5227 (11-4-64)—Fair Adult Programmer
6543 PAWNBROKER, THE—D-114m.—Rod Steiger, Geraldine Fitzgerald—5273 (4-14-65)—Shatteringly powerful drama haightened by superb acting—Landau
6405 SECRET DOOR, THE—MD-72m.—Robert Hutton, Sandra Dorne—5209 (9-2-64)—Spy yarn for program—English-made
6411 STATION SIX SAHARA—D-99m.—Carroll Baker, Peter Van Eyck—5197 (8-19-64)—Interesting drama—Filmed abroad
6509 TICKLE ME—MU-90m.—(PV; DC)—Elvis Presley, Jocelyn Lane—5293 (6-23-65)—Loads of songs and gals brighten Presley starrer
6542 UMBRELLAS OF CHERBOURG, THE—NOV.—90m.—(C)—Catherine Deneuvre—5243 (12-30-64)—Unusual treatment for ordinary love story—French-made; English titles—Landau
6506 YOUNG DILLINGER—MD-102m.—Nick Adams, Mary Ann Mobley—5277 (4-28-65)—Typical crime does not pay meller

COMING

ANKLES AWAY—Kenneth Moore
BIKINI PARADISE—(EC)—Janette Scott, Kelron Moore
BLOOD AND BLACK LACE—(TC)—Cameron Mitchell
CITY OF FEAR—Terry Moore
COUNTRY MUSIC CARAVAN—(EC;MTP70)—Ernest Tubbs
CURSE OF THE VOODOO—
ESCAPE BY NIGHT—Terence Longdon, Jennifer Jayne—English
FRANKENSTEIN MEETS THE SPACE MONSTERS—
FINGER ON THE TRIGGER—Rory Calhoun
HOT SPY, COLD CORPSE—Kerwin Mathews
HUMAN DUPLICATORS—George Nader
LIFE IN DANGER, A—Derrin Nesbitt, Julie Hopkins
MUTINY IN OUTER SPACE—William Leslie
OPERATION C.I.A.—Burt Reynolds
OSS 117—Irina Demich, Nadia Sanders
PIE IN THE SKY—Lee Grant, Richard Bray
RACING FEVER—(C)—Joe Morrison, Barbara Bigert
TAFFY AND THE JUNGLE HUNTER—(TC)—Jacques Bergerac, Manuel Padula
TENNESSEE JAMBOREE—(EC)—Jim Reeves, Ernest Tubbs

AMERICAN INTERNATIONAL DISTRIBUTED DURING THE PAST 12 MONTHS

6417 ATRAGON—MD-88m.—(Colorscope)—Japanase cast—5245 (1-20-65)—Good action import for program—Japanese-made
6503 BEACH BLANKET BINGO—CMU-98m.—(P.V.;PC))—Frankie Avalon, Annette Funicello, Deborah Walley—5285 (5-26-65)—Teeners will enjoy latest beach bash
6410 CONQUERED CITY—M-91m.—David Niven, Bem Gazzara, Lea Massari—5257 (3-3-65)—Wartime meller has namas to help—Filmed abroad
A13 DIARY OF A BACHELOR—NOV-88m.—William Traylor, Dagne Crane—5217 (10-7-64)—Fair sexploitation entry
412 GODZILLA VS THE THING—FAN-90m.—(Colorscope; PC)—Japanese cast—5213 (9-23-64)—Japanese fairy tale of monsters aimed at juveniles—Japanese-made; dubbed in English
6506 GO GO MANIA—MU-70m.—(TS;TC)—The Beatlas, The Animals, Hermans Hermits—5285 (5-26-65)—Musical strictly for teens—English made
6509 HOW TO STUFF A WILD BIKINI—CC-93m.—(PV; PC)—Annette Funicello, Dwayne Hickman, Brian Donlevy—5301 (7-21-65)—Another wild entry for younger set
403 LAST MAN ON EARTH, THE—MD-86m.—Vincent Price—5241 (12-30-64)—Fascinating horror entry—Itallan-made
6501 LOST WORLD OF SINBAD, THE—MD-90m.—(C; Wide Screen)—Toshiro Mifune—5261 (3-17-65)—Fair import has potential—Japanese-made; dubbed in English
6411 OPERATION SNAFU—C-93m.—Alfred Lynch, Sean Connery, Ann Beach—5257 (3-3-65)—Cute British sarvice comedy—English-made
416 PAJAMA PARTY—CMU—83m.—(PV; PC)—Tommy Kirk, Annette Funicello, Elsa Lanchester—5229 (11-18-64)—Good for teens and family crowd
6508 SKI PARTY—MUC-90m.—(PV; PC)—Frankie Avalon, Deborah Walley, Dwayne Hickman—5293 (6-23-65)—Another gem for teen-agers
6416 TABOOS OF THE WORLD—DOC. 97m.—(C)—Narration by by Vincent Price—5273 (4-14-65)—Outstanding, at times shocking, novelty
407 TIME TRAVELERS, THE—SFD-82m.—(C)—Preston Foster, Merry Anders—5225 (11-4-64)—Good science fiction entry
6419 TOMB OF LIGEIA—MD-81m.—(PC; PV)—Vincent Price Elizabeth Shepherd—5253 (2-17-65)—Good horror entry—English-made
404 UNEARTHLY STRANGER—MD-68m.—John Neville—5241 (12-30-64)—Original sci-fi entry is well done—English-made
408 VOYAGE TO THE END OF THE UNIVERSE—D-81m.—Dennis Stephans—5213 (9-23-64)—Science fiction programmer
6504 WAR-GODS OF THE DEEP—MD-85m.—(Colorscope)—Vincent Price, Tab Hunter, Susan Hart—5293 (6-23-65)—Good programmer
6502 WAR OF THE ZOMBIES, THE—MD-85m.—(C; S)—John Drew Barrymore, Susi Andersen—5281 (5-12-65)—Another Itallan spectacle for the program—Itallan-made; dubbed in English

. . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

A

Across The River		Misc
Adventuras Of Scaramouche	A2	Emb
• Alfie		Par.
• After The Fox		UA
• Apache Uprising		Par.
Agent 8¾		Cont.
• Agony And The Ecstasy, The ...	A2	Fox
• Alphabet Murders, The		MGM
Americanization of Emily, The .	B	MGM
Amorous Adventure Of Moll Flandars	B	Par.
• And Now Miguel		U
Andy	A3	U
• Ankles Away		AA
• Apache Gold		Col.

PLEASE NOTE . . .

This SERVISECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate **saveable** SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF

Apache Rifles	A1	Fox
Ape Woman, The	A3	Emb.
• Arabesque		U
• Arizona Raiders, The	A2	Col.
• Around the World Under the Saa		MGM
Art of Love	A2	U
Atragon	A1	A-I
Awful Dr. Orlof, Tha		For.

B

Beby, The Rain Must Fall	A2	Col.
Back Door To Hell	A2	Fox
Bambole		For.
Banana Peel	A3	For.
• Bang! You're Dead	A1	
• Battle of the Bulge		WB
Battle of Illa Florita, The	A3	WB
Bay Of Angels	A3	For.
Beach Blanket Bingo	A2	AI
• Beach Housa Party		Fox
Behold A Pale Horse	A2	Col.
Bebo's Girl	A3	Cont.
• Bedford Incident, The		Col.
Before the Revolution		For.
• Big Hand for the Little Lady, A		WB
• Bikini Paradise		AA
• Billie		UA
• Billy The Kid Vs Dracula		EMB.
Black Spurs	A2	Par.
Black Torment, The		For.
• Blindfold		U
• Blood And Black Lace	B	AA
Blood On The Arrow	A2	AA
• Boeing—Boaing		Par.
• Born Free		Col.
Bounty Killer, The		EMB
Boy Ten Feet Tall, A	A1	Par.
Brain, The		For.
Brainstorm	A3	WB
• Brigand of Kandahar, The		Col.
• Buddha	A3	Misc.
• Bullwhip Griffin		BV
• Bunny Laka Is Missing		Col.
Bus Riley's Back In Town	A3	U
Bus, The		Misc.

C

• Cabriola		Col.
Caddy, The-Re	A1	Par.
Carry On Spying		For.
Casabian		For.
• Casanova '70		Emb.
Castle Of Blood		Misc.
• Cast A Giant Shadow		UA
• Centurions, The		Col.
Cat Ballou	A2	Col.
• Chase, The		Col.
Cheyenne Autumn	A1	WB
• Chinase Adventures In China		UA
• Cincinnati Kid, The		MGM
Circle of Love	C	Cont.
• City In The Saa		AI
• City Of Fear		AA
Clarence The Cross-Eyed Lion	A1	MGM
Cleopatre	B	Fox
Code 7, Victim 5	A3	Col.
Collector, The	A4	Col.
• Congo Vivo		Col.
• Convict Stage	A2	Fox
Conquered City	A1	A-I
Contempt	C	Emb.
Cool World, The	A4	Misc.
• Country Music Caravan		AA
Crack In The World	A2	Par.
• Crack Of The Whip		WB
• Curse Of The Fly, The	A2	Fox
Curse of the Mummy's Tomb, The	A2	Col.
Curse of The Stone Hand		Misc.
• Curse of the Voodoo		AA

D

• Dark Intruder	A2	U
• Darling		Emb.
Dear Bridgett	A1	Fox
Dear Heart	A3	WB
• Devils of Darkness	B	Fox
Diary Of A Bachelor	B	AI
Diary of a Chambermaid, The	B	For.
Die, Die, My Darling	A3	Col.
• Die, Monster, Die		A-I
Dingaka	A3	Emb.
Disorderly Orderly, The	A1	Par.
• Do Not Disturb		Fox
Dr. Terror's House Of Horrors	A2	Par.
• Doctor Zhivago		MGM
• Don't Worry, We'll Think Of A Title		UA

E

Eerth Dies Screaming, The	A1	Fox
East Of Sudan	A1	Col.
Eleanor Roosevalt Story, The		Misc.
• El Greco		Fox
Emil And The Detectives	A1	BV
• Epitaph For A Spy		AI
• Escape By Night	A2	AA
Eva	C	For.

F

Face of the Screaming Werewolf		Misc.
Fail Safe	A2	Col.

TO BE REVIEWED

BANG! YOU'RE DEAD—Brett Halsey, Pier Angeli, Dana Andrews
DIE, MONSTER, DIE—(C;S)—Boris Karloff
EPITAPH FOR A SPY—Dana Andrews, Pier Angeli
FRANKENSTEIN MEETS THE GIANT DEVIL FISH—Nick Adams
NAVAJO RUN—Johnny Seven, Virginia Vincent
PLANET OF TERROR, THE—(TC; S)—Barry Sullivan, Susan Hart
SERGEANT DEADHEAD—(PV; C)—Frankie Avalon, Eve Arden, Deborah Walley
SWINGERS PARADISE—(TE; TC)—Cliff Richard
UNDER AGE—Anne MacAdams, Roland Royter

BUENA VISTA DISTRIBUTED DURING THE PAST 12 MONTHS

160 **EMIL AND THE DETECTIVES**—C-99m.—(TC)—Walter Slezak, Bryan Russell—5221 (10-21-64)—Engaging Disney comedy for family and young viewers in particular—Filmed in Germany

157 **MARY POPPINS**—MUC-140m.—(TC)—Julie Andrews, Dick Van Dyke—5209 (9-2-64)—Colorful, pleasant entertainment from Disney

158 **SO DEAR TO MY HEART**—CD-82m.—(TC)—Burl Ives, Luana Patton, Bobby Driscoll—5217 (10-7-64)—Reissue has world of selling opportunities—Reissue

TATTOOED POLICE HORSE, THE—D-48m.—(TC)—Sandy Sanders, Shirley Skiles—5225 (11-4-64)—Interesting featurette

THOSE CALLOWAYS—D—131m.—(TC)—Brian Keith, Vera Miles, Brandon de Wilde—5229 (11-18-64)—Interesting outdoor drama could use a bit of editing

TO BE REVIEWED

BULLWHIP GRIFFIN—(TC)—Suzanne Pleshette, Karl Malden, Roddy McDowall
FOLLOW ME, BOYS—(TC)—Fred MacMurray, Vera Miles, Charlie Ruggles
LT. ROBIN CRUSOE, U.S.N.—(TC)—Dick Van Dyke, Nancy Kwan
THAT DARN CAT—(TC)—Hayley Mills, Dean Jones
MONKEY'S UNCLE, THE—(TC)—Annette, Tommy Kirk
UGLY DACHSHUND, THE—(TC)—Dean Jones, Suzanne Pleshette

COLUMBIA DISTRIBUTED DURING THE PAST 12 MONTHS

65015 **BABY, THE RAIN MUST FALL**—D-100m.—Lee Remick, Steve McQueen—5245 (1-20-65)—Good drama suffers from some slow spots

65004 **BEHOLD A PALE HORSE**—D-118m.—Gregory Peck, Anthony Quinn—5197 (8-19-64)—Off-beat drama is well made—Filmed abroad

65026 **CAT BALLOU**—CW-96m.—(C)—Jane Fonda, Lee Marvin, Michael Callan—5281 (5-12-65)—Off-beat western is cute and comic

65011 **CODE 7, VICTIM 5**—MD—88m.—(TS; TC)—Lex Barker, Ann Smyrner—5229 (11-18-64)—Good program entry—Filmed in South Africa

COLLECTOR, THE—D-119m.—(C)—Terence Stamp, Samantha Eggar—5285 (5-26-65)—Intriguing, off-beat drama

65009 **CURSE OF THE MUMMY'S TOMB, THE**—MD-81m.—(TS; TC)—Terence Morgan—5249 (2-3-65)—Exploitable horror entry—English-made

65020 **DIE, DIE, MY DARLING**—MD-97m.—(EC)—Tallulah Bankhead, Stefanie Powers, Maurice Kaufman—5273 (4-14-65)—Good suspense shocker for horror fans—English-made

65013 **EAST OF SUNDAN**—MD-84m.—(TS; TC)—Anthony Quale, Sylvia Syns—5253 (2-17-65)—Well made escape yarn has Kipling flavor—English-made

65005 **FAIL SAFE**—D-111m.—Henry Fonda, Don O'Herlihy—5213 (9-23-64)—Shattering topical drama deserves widest audience

65008 **FINEST HOURS, THE**—DOC.-114m.—(C)—Narrated by Orson Welles—5217 (10-7-64)—Highly interesting documentary on Sir Winston Churchill ranks with best—English-made

65012 **FIRST MEN IN THE MOON**—MD-103m.—(PV; Lunacolor)—Edward Judd, Lional Jeffries, Martha Hyer—5221 (10-21-64)—Good science fiction entry—Filmed in England

66002 **GENGHIS KHAN**—MD-124m.—(PV; C) Omar Sharif, Stephen Boyd, James Mason, Francoise Dorleac—5277 (4-28-65)—Impressive adventure entry—Filmed abroad

65010 **GORGON, THE**—MD-83m.—(EC)—Peter Cushing, Christopher Lee—5249 (2-3-65)—Okay horror entry—English-made

HARVEY MIDDLEMAN, FIREMAN—C-75m.—(C)—Gene Troobnick, Hermione Gingold—5301 (7-21-65)—Simple, amusing offering has satiric bite

714 **LAWRENCE OF ARABIA**—D-222m.—(PV; TC)—Peter O'Toole, Alec Guinness, Anthony Quinn—5005 (12-19-62)—Top ranking adventure epic is loaded with potential

65006 **LILITH**—D-114m.—Warren Beatty, Jean Saberg, Peter Fonda, Kim Hunter—5213 (9-23-64)—Sensuous, brooding drama of mental turmoil

66001 **LORD JIM**—D-154m.—(Super Panavision 70; (TC)—Peter O'Toole, James Mason, Curt Jurgens, Dallah Lavi—5257 (3-3-65)—Conrad novel makes for fascinating adventure—Filmed abroad

65017 **LOVE HAS MANY FACES**—D-105m.—(EC)—Lana Turner, Cliff Robertson, Hugh O'Brian—5253 (2-17-65)—Highly lavish tale for the ladies

65018 **MAJOR DUNDEE**—MD-124m.—(PV; EC)—Charlton Heston, Richard Harris, Santa Berger—5261 (3-17-65)—Entertaining, action-packed chase film

65016 **OUTLAWS IS COMING, THE**—C-89m.—Three Stooges, Nancy Kovack—5245 (1-20-65)—Okay entry for kiddie and family trade

65003 **RIDE THE WILD SURF**—D-101m.—(EC)—Fabian, Shelley Fabares, Tab Hunter—5193 (8-5-64)—Interesting entry with special appeal to younger fans

THESE ARE THE DAMNED—D-77m.—(Hammerscope)—Macdonald Carey, Shirley Anne Field, Viveca Lindfors—5301 (7-21-65)—Adequate supporting fare—English-made

66004 **SHIP OF FOOLS**—D—150m.—Vivian Leigh, Simone Signoret, Jose Ferrer—5281 (5-12-65)—A shipload of strangers on a voyage provides interesting film fare.

65021 **SYNANON**—D-107m.—Edmond O'Brien, Chuck Connors, Stella Stevens, Alex Cord—5282 (5-12-65)—Gripping, well-made drama on effort to aid drug addicts

65014 **WORLD WITHOUT SUN**—DOC-93m.—(C)—Produced by Jacques-Yves Cousteau—5241 (12-30-64)—Fairly interesting under-sea documentary

COMING

APACHE GOLD—(CS; C)—Lex Barker
ARIZONA RAIDERS, THE—(EC)—Audie Murphy
BUNNY LAKE IS MISSING—(PV)—Laurence Olivier Carol Linley—English-made
BEDFORD INCIDENT, THE—Richard Widmark, Sidney Poitier, James MacArthur
BORN FREE—(PV; C)—Bill Travers, Virginia McKenna
BRIGAND OF KANDAHAR, THE—(C)—Ronald Lewis, Yvonne Romain, Oliver Reed
CABRIOLA—(C)—Marisol, Angel Peralta—Spanish-made
CENTURIONS, THE—(PV; C)—Anthony Quinn, Claudia Cardinale
CHASE, THE—(PV; C)—Marlon Brando, Jane Fonda
CONGO VIVO—Jean Sebastian, Bachir Toure
FOG—(EC)—John Neville, Donald Houston—English-made
GREAT SIOUX MASSACRE, THE—Joseph Cotten
HEROES OF TELEMARK—(PV; C)—Kirk Douglas, Richard Harris
KING RAT—George Segal, Tom Courtenay, James Fox
LIFE AT THE TOP—Laurence Harvey, Jean Simmons—English-made
LITTLE PRINCE AND THE EIGHT-HEADED DRAGON, THE—(S; C)—Japanese-Made Feature Cartoon
MAGIC WORLD OF TOPO GIGIO, THE—(C)—The Italian Mouse
MICKEY ONE—Franchot Tone, Hurd Hatfield, Alexandra Stewart
NIGHT OF THE TIGER, THE—(C)—Chuck Connors
PLAYBOY—(C)—Tony Curtis
PLAY IT COOLER—Anthony Newly, Anne Aubrey
SENILITA—Anthony Franciosa, Claudie Cardinale
SILENCERS, THE—(PV; C)—Dean Martin, Stella Stevens
TREASURE OF SILVER LAKE—(CS; C)—Lex Barker
WATCH IT, SAILOR—Dennis Price Marjorie Rhodes
WINTER A-GO-GO—James Stacy, Jill Donohue
YOU MUST BE JOKING—Michael Callan, Terry-Thomas-English-made

CONTINENTAL (WALTER READE-STERLING, INC.)

AGENT 8¾—C-98m.—(C)—Dirk Bogarde, Sylva Koscina—5301 (7-21-65)—Amusing espionage entry—English-made

BEBO'S GIRL—D-94m.—Claudia Cardinale, George Chakiris—5237 (12-16-64)—Fair import—Italian-made; English titles

CIRCLE OF LOVE—D-105m.—(EC)—Jane Fonda, Maurice Ronet, Catherine Spaak—5269 (3-31-65)—Affairs of the bedroom best suited for adult art and exploitation spots—Filmed abroad; dubbed in English

LOVE GODDESSES, THE—COMP.-82m.—Stars of yesteryear—5258 (3-3-65)—Exploitable, moderately successful compilation of film clips

LUCK OF GINGER COFFEY, THE—D-100m.—Robert Shaw, Mary Ure—5217 (10-7-64)—Good entry for art and specialty spots—Filmed in Canada

MEDITERRANEAN HOLIDAY—TRAV-128m.—(CS; TC)—Narration by Burl Ives—5221 (10-21-64)—Excellent travelogue

RATTLE OF A SIMPLE MAN—CD-96m.—Harry H. Corbett, Diane Cilento—5237 (12-16-64)—Good entry for adult art house audiences—English-made

SLAVE TRADE IN THE WORLD TODAY—DOC.-86m.—(EC)—Produced by Meleno Malenotti—5233 (12-3-64)—Interesting documentary—Filmed abroad

COMING

OMICRON—Renato Salvatori
TIME OF INDIFFERENCE—Claudia Cardinale, Shelley Winters, Rod Steiger
WORLD'S GREATEST SWINDLES—International Cast

EMBASSY

ADVENTURES OF SCARAMOUCHE, THE—MD-98m.—(C)—Gerard Barray, Gianna Maria Canale—5233 (12-3-64)—Okay swashbuckler for the program—French-Italian made; dubbed in English

APE WOMAN, THE—CD-97m.—Ugo Tognazzi, Annie Girardot—5210 (9-2-64)—Okay art house fare—Italian-made; English titles

BOUNTY KILLER, THE—W-92m.—(TC; Techniscope)—Dan Duryea, Rod Cameron, Audrey Dalton—5294 (6-23-65)—Okay western program

CONTEMPT—D-99m.—(C-FS)—Brigitte Bardot, Jack Palance, Michel Piccoli—5218 (10-7-64)—Uneven effort has highbrow appeal, Bardot name—French-made

DINGAKA—MD-98m.—(C)—Stanley Baker, Juliet Prowse—5285 (5-26-65)—Off beat tale of African native's search for vengeance is okay programmer—Filmed abroad

FASCIST, THE—CD-102m.—Ugo Tognazzi, Georges Wilson—5297 (7-7-65)—Amusing tale of ironies of war—Italian-made; English titles

HOUSE IS NOT A HOME, A—MD-95m.—Shelley Winters, Robert Taylor, Cesar Romero—5197 (8-19-64)—Exploitable meller based on madam's memoirs

IL SUCCESSO—D-103m.—Vittorio Gassman, Anouk Aimee—5286 (5-26-65)—Interesting import—Italian-made; English titles

KIMBERLEY JIM—D-82m.—(WS; C)—Jim Reeves, Madeleine Usher—5278 (4-28-65)—Pleasant programmer—Filmed abroad

LET'S TALK ABOUT WOMEN—CD-109m.—Vittorio Gassman—5218 (10-7-64)—Title reveals all and men should like what they see—Italian-made; English titles

MARRIAGE ITALIAN STYLE—D-102m.—(EC)—Sophia Loren, Marcello Mastroianni—5241 (12-30-64)—Interesting import with potent names—Italian-made; English titles

ONLY ONE NEW YORK—DOC.-75m.—Narrated by Norman Rose—5218 (10-7-64)—Absorbing, well-made documentary

PASSIONATE THIEF, THE—C-100m.—Anna Magnani, Ben Gazzare, Toto—5210 (9-2-64)—Offbeat comic import is fun for art spots—Italian-made; dubbed in English

REQUIEM FOR A GUNFIGHTER—W-91m.—(TS; TC)—Rod Cameron, Stephen McNally—5297 (7-7-65)—Fair western

SANTA CLAUS CONQUERS THE MARTIANS—FAN—80m.—(EC)—Leonard Hicks, John Call—5230 (11-18-64)—Cute seasonal entry for the kiddies

SEASIDE SWINGERS—CMU-94m.—(CS; TC)—John Leyton, Mike Sarne, Freddie and the Dreamers—5289 (6-9-65)—Amusing programmer aimed at teens—English-made

SECRET OF MAGIC ISLAND, THE—NOV-63m.—(EC)—Narration by Philip Tonken—5278 (4-28-65)—Cute bit of fluff strictly for kiddies—French-made

THREE PENNY OPERA—MU-83m.—(EC)—Curt Jurgens, Hildegarde Neff, Sammy Davis Jr.—5237 (12-16-64)—Mediocre film of famous stage offering—German-made; dubbed in English

COMING

BILLY THE KID VS DRACULA—(C)—John Carradine, Chuck Courtney
CASANOVA-'70—(WS: C)—Marcello Mastroianni, Michele Mercier—Italian-made
DARLING—Dirk Bogarde, Julie Christie
GITI—(WS; TC)—Jack Chaplain, Heather North
ITALIANO BRAVA GENTE—Arthur Kennedy, Peter Falk
LITTLE NUNS, THE—Catherine Spaak—Italian-made
PARANOIA—Marcello Mastroianni, Catherine Spaak
TENTH VICTIM, THE—Marcello Mastroianni, Ursula Andress
VILLAGE OF THE GIANTS—(EC)—Tommy Kirk, Charla Doherty

MGM

DISTRIBUTED DURING THE PAST 12 MONTHS

508 **AMERICANIZATION OF EMILY, THE**—CD-115m.—James Garner, Julie Andrews, Melvyn Douglas—5225 (11-4-64)—Solid entertainment for adult audiences

6519 **CLARENCE, THE CROSS-EYED LION**—C-98m.—(MC)—Marshall Thompson, Betsy Drake—5254 (2-17-65)—Whimsical farce is fine family offering

512 **GET YOURSELF A COLLEGE GIRL**—CMU-86m.—(MC)—Mary Ann Mobley, Chad Everett, Willard Waterman—5233 (12-3-64)—Watusi dance fling for teenagers

6518 **GIRL HAPPY**—CMU-96m.—(PV; MC)—Elvis Presley, Shelley Fabares—5246 (1-20-65)—Okay Presley entry

6522 **GUNFIGHTERS OF CASA GRANDE**—W-92m.—(CS;MC)—Alex Nicol, Diana Lorys—5274 (4-14-65) Big scale western lacking in names—Filmed abroad

6521 **HERCULES, SAMSON AND ULYSSES**—MD-85m.—(EC)—Kirk Morris, Richard Lloyd—5282 (5-12-65)—Italian-made spectacle with legendary heroes—Italian-made; dubbed in English

455 **HOW THE WEST WAS WON**—D-152m.—(CN; TC)—James Stewart, Debbie Reynolds, George Peppard, others—4997 (11-21-62)—The greatest western spectacle; tops them all

6523 **HYSTERIA**—MD-86m.—Robert Webber, Lelia Goldoni—5269 (3-31-65)—Muddled meller for program—English-made

6524 **JOY IN THE MORNING**—D-103m.—(MC)—Richard Chamberlain, Yvette Mimieux—5261 (3-17-65)—Romantic drama should have strong appeal for young adults

506 **JOY HOUSE**—MD-98m.—(Franscope)—Jane Fonda, Lola Albright, Alain Delon—5225 (11-4-64)—Okay adult programmer—Made in France

515 **LILI**—D-81m.—(TC)—Leslie Caron, Mel Ferrer, Jean Pierre Aumont—5226 (11-4-64)—Reissue of high rating romantic drama for class and art spots—Reissue

6501 **MGM'S BIG PARADE OF COMEDY**—COMP.—89m.—MGM starts—5210 (9-2-64)—Sell the names and nostalgia

6511 **MURDER AHOY**—CMD-93m.—Margaret Rutherford, Lionel Jeffries—5214 (9-23-64)—Agatha Christie and Margaret Rutherford 'ave a go at murder again—English-made

503 **MURDER MOST FOUL**—90m.—(PV)—Margaret Rutherford, Ron Moody—5198 (8-19-64)—Margaret Rutherford and Agatha Christie ride again

355 **MUTINY ON THE BOUNTY**—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Tarita—4998 (11-21-62)—High rating adventure entry

6504 **OF HUMAN BONDAGE**—D-98m.—Kim Novak, Laurence Harvey—5214 (9-23-64)—Remake of Maugham classic aided by names—Made in England

6529 **OPERATION CROSSBOW**—D-116m.—(PV; MC)—Sophia Loren, George Peppared, Trevor Howard—5274 (4-14-65)—Well-made, exciting tale of espionage in war

6507 **OUTRAGE, THE**—97m.—(PV)—Paul Newman, Claire Bloom, Laurence Harvey—5219—(10-7-64)—Top cast adds interest to "search for truth" drama

6502 **QUO VADIS**—HISD-168m.—(TC)—Robert Taylor, Deborah Kerr—5214 (9-23-64)—Topnotch epic reissue—Filmed in Italy

6514 **QUICK BEFORE IT MELTS**—C-98m.—(PV; MC)—George Maharis, Anjanette Comer, Robert Morse—5238 (12-16-64)—Amusing comedy

6516 **ROUNDERS, THE**—C-85m.—(PV; MC)—Glenn Ford, Henry Fonda—5246 (1-20-65)—Adult western horse story

6520 **SANDOKAN THE GREAT**—MD-110m.—(TS; TC)—Steve Reeves—5274 (4-14-65)—Action packed jungle adventure—Italian-made; dubbed in English

SANDPIPER, THE—D-116m.—(PV; MC)—Elizabeth Taylor, Richard Burton—5297 (7-7-65)—Lush Taylor-Burton love story is boxoffice natural

6526 **SHE**—MD-106m.—(CS; TC)—Ursula Andress, John Richardson—5274 (4-14-65)—Large scale film version of famous novel is exploitable—English-made

6515 **SIGNPOST TO MURDER**—D-79m.—(PV)—Stuart Whitman, Joanne Woodward—5238 (12-16-64)—Bizarre whodunit for program—English-made

513 **36 HOURS**—D-115m.—(PV)—James Garner, Rod Taylor, Eva Marie Saint—5233 (12-3-64)—Interesting drama

VICE AND VIRTUE—MD—103m.—Annie Girardot, Catherine Deneuve, Robert Hossein—5262 (3-17-65)—Nazis in occupied France subject of strong Roger Vadim film—French-made; dubbed in English

YELLOW ROLLS-ROYCE, THE—122m.—(MC; PV)—Rex Harrison Shirley MacLaine, Ingrid Bergman, Omar Shariff—5246 (1-20-65)—Names should make this episodic offering a boxoffice natural—English-made

6517 **YOUNG CASSIDY**—D-110m.—(TC)—Rod Taylor, Flora Robson—5258 (3-3-65)—Fine drama for discriminating audiences—Made in England

505 **YOUNG LOVERS, THE**—D-108m.—Peter Fonda, Sharon Hugueny, Nick Adams—5222 (10-21-64)—Adult drama of college love should attract.

509 **YOUR CHEATIN' HEART**—MUd-99m.—(PV)—George Hamilton, Susan Oliver, Red Buttons—5222 (10-21-64)—Country music entry is fair programmer

6525 **ZEBRA IN THE KITCHEN**—CD-93m.—(MC)—Jay North, Martin Milner, Joyce Meadows—5262 (3-17-65)—Okay family picture especially for kid matinees

COMING

ALPHABET MURDERS, THE—Tony Randall, Anita Ekberg—English-made
AROUND THE WORLD UNDER THE SEA—(Panavision 65, MC)—Lloyd Bridges, Brian Kelly, Shirley Eaton
CINCINNATI KID, THE—(MC)—Steve McQueen, Tuesday Weld, Ann-Margret
DOCTOR ZHIVAGO—(PV; MC)—Omar Sharif, Rita Tushingham, Tom Courtenay, Alec Guinness
HARUM SCARUM—(PV; MC)—Elvis Presley, Mary Ann Moley
HILL, THE—Sean Connery, Michael Redgrave
LAUREL AND HARDY'S LAUGHING 20's—Compilation
LIQUIDATOR, THE—(PV; MC)—Rod Taylor, Trevor Howard, Jill St. John—English-made
LADY L—(PV)—Sophia Loren, Paul Newman, David Niven
LOVED ONE, THE—(PV)—Robert Morse, Jonathan Winters, Anjanette Comer

Family Jewels, The	A1	Par.
Fanny Hill		For.
• Fantastic Voyage		Fox
Fascist, The		EMB.
Fate Is The Hunter	A1	Fox
Father Goose	A1	U
Ferry Cross The Mercey	A1	UA
• Finger On The Trigger		AA
Finest Hours, The	A1	Col.
First Men in The Moon	A1	Col.
Flesh Eaters, The		Misc.
• Flight Of The Phoenix, The		Fox
Flower Drum Song-Re	A2	U
Fluffy	A1	U
• Fog		Col.
• Follow Me, Boys		BV
Fool Killer, The A2		AA-Landau
Fort Courageous	B	Fox
Four Days In November ...	A1	UA
• Frankenstein Meets The Giant Devil Fish		A-I
• Frankenstein Meets the Space Monsters		AA
• Frankie and Johnny		UA

G

Genghis Khan	A3	Col.
Get Yourself A College Girl ...	B	MGM
Girl Happy	B	MGM
Girl With Green Eyes	A4	For.
Girls On The Beach	B	Par.
• Giti	A1	EMB
Glory Guys, The	A2	UA
Go-Go Big Beat		For.
Go Go Mania	A1	A-I
Godzilla Vs The Thing	A1	AI
Goldfinger	A3	UA
Goodbye Charlie	A3	Fox
Gorgon, The	A2	Col.
Great Race, The		WB
• Great Sioux Massacre, The		Col.
Greatest Story Ever Told, The....	A1	UA
• Groupe, The		UA
Guide, The	A3	For.
Gunfighters, At Casa Grande	A2	MGM
• Gunpoint		U
Guns At Batasi	A3	Fox
Guns Of August	A1	U

H

Hallelujah Trail, The	A1	UA
Hamlet	A1	WB
• Harum Scarum		MGM
Harlow	B	Misc.
Harlow	A3	Par.
Harvey Middleman, Fireman	A2	Col.
Having A Wild Weekend		WB
• Hawaii		UA
• Help!		UA
Hercules, Samson And Ulysses ..	A1	MGM
Hercules vs The Giant Warriors		For.
• Heroes Of Telemark		Col.
High Infidelity		For.
High Wind In Jamaica, A	A2	Fox
• Hill The		MGM
Horrible Dr. Hichcock, The		For.
Horror Of It All, The	A2	Fox
• Hot Spy, Cold Corpse		AA
House Is Not A Home, A	B	Emb.
How To Murder Your Wife	A3	UA
How To Stuff A Wild Bikini		A-I
How The West Was Won	A1	MGM
• Human Duplicators		AA
Hush, Hush, Sweet Charlotte ...	A3	Fox
Hysteria	A3	MGM

I

I Saw What You Did	A3	U
I'D Rather Be Rich	A2	U
I'll Take Sweden	B	UA
Il Successo	A3	EMB
Image Of Love		Misc.
Imitation Of Life-Re	A3	U
• Incident At Phantom Hill, The..		U
In Harm's Way	B	Par...
Inheritance, The		Misc.
• Inside Daisy Clover		WB
• Italiano Brava Gente		EMB
Invitation To a Gunfighter	A3	UA
Ipcress File, The	A2	U

J

John Goldfarb, Please Come Home	B	Fox
Joy House	B	MGM
Joy In The Morning	A3	MGM
• Judith		Par.

K

● Kid Rodelo		Par.
Kimberley Jim	A2	Emb.
● King Rat		Col.
Kiss Me, Stupid	C	Misc.
Kisses For My President	A3	WB
Kitten With A Whip	B	U
Knack, The		UA

L

● Lady L		MGM
Last Man On Earth, The	A2	AI
Last Woman of Shang, The		For.
● Laurel and Hardy's Laughing 20's		MGM
Lawrence Of Arabia	A2	Col.
Let's Talk About Women	C	Emb.
● Lt. Robin Crusoe, U.S.N.		BV
● Life At The Top		Col.
● Life In Danger, A	A2	AA
Lili-RE	A2	MGM
Lilith	A4	Col.
● Liquidator, The		MGM
● Little Nuns, The		Emb.
● Little Prince And The Eight-Headed Dragon, The		Col.
Lively Set, The	A1	U
Living Between Two Worlds		Misc.
Longest Day, The	A1	Fox
Lord Jim	A2	Col.
Lost World Of Sinbad		A-I
● Love And Kisses	A2	U
Love A La Carte	A4	For.
Love Goddesses	C	Cont.
Love Has Many Faces	B	Col.
● Loved One, The		MGM
Luck Of Ginger Coffey, The	A3	Cont.

M

Mme Olga's Massage Parlor		Misc.
● Madame X		U
● Made In Paris		MGM
Maedchen In Uniform		For.
● Magic World of Topo Gigio, The	A1	Col.
Major Dundee	A2	Col.
Male Hunt	B	For.
● Man Could Get Killed, A		U
Man From Button Willow, The	A1	Misc.
Man In The Dark	A3	U
Man Who Couldn't Walk, The		For.
Mara Of The Wilderness	A1	AA
Marriage-Italian Style	A4	Emb.
● Marriage On The Rocks		WB
Mary Poppins	A1	BV
Masquerade	A2	UA
Master Spy	A1	AA
● Maya		MGM
McHale's Navy Joins the Air Force	A1	U
Mediterranean Holiday	A1	Cont.
MGM's Big Parade Of Comedy	A1	MGM
● Mickey One		Col.
Mirage	A2	U
● Mister Buddwing		MGM
Mister Moses	A2	UA
Model Murder Case, The		For.
● Moment To Moment		U
Mondo Pazzo	C	For.
● Monkey's Uncle, The	A1	BV
● Money Trap, The	B	MGM
Moro Witch Doctor	A2	Fox
Morituri	A3	Fox
● Moving Target, The		WB
Murder Ahoy	A1	MGM
Murder Most Foul	A1	MGM
● Murieta		WB
Mutiny In Outer Space		AA
Mutiny On The Bounty	A2	MGM
My Baby Is Black		For.
My Blood Runs Cold	A2	WB
My Fair Lady	A1	WB
My Wife's Husband	A3	For.

N

Naked Brigade, The	A2	U
Naked Kiss, The	A3	AA
● Naked Prey, The	B	Par.
● Nanny, The		Fox
Nasty Rabbit, The		Misc.
● Navajo Run		AI
● Nevada Smith		Par.
● Never Too Late		WB
New Angels, The	C	For.
● New World, A		UA
● Night Of The Tiger, The		Col.
Night Train To Paris	A2	Fox
Night Walker, The	A2	U
Nightmare In The Sun	A3	Misc.
None But The Brave	A2	WB
Not on Your Life		For.
Nothing But A Man	A3	Misc.

O

Of Human Bondage	B	MGM
● Oh Dad, Poor Dad, Mama's Hung You In the Closet and I'm Feeling So Sad		Par.
● Omicron		Cont.
● Once A Thief	A3	MGM
One Way Pendulum	A2	For.
Onibaba		For.
Only One New York	A1	Emb.
● Operation C.I.A.		AA
Operation SNAFU	A3	AI

MADE IN PARIS—(PV; MC)—Ann-Margaret, Louis Jourdan
MAYA—(PV; MC)—Clint Walker, Jay North
MISTER BUDDWING—(PV)—James Garner, Jean Simmons, Suzanne Pleshette
MONEY TRAP, THE—(PV)—Glenn Ford; Elke Sommer
ONCE A THIEF—(PV)—Alain Delon, Ann-Margret, Van Heflin, Jack Palance
PASSPORT TO OBLIVION—(PV)—David Niven, Francoise Dorlec
PATCH OF BLUE, A—(PV)—Sidney Poitier, Shelley Winters
SECRET OF MY SUCCESS, THE—(PV; C)—Shirley Jones, James Booth
SEVEN WOMEN—(PV; MC)—Anne Bancroft, Sue Lyon, Margaret Leighton
SON OF A GUNFIGHTER—(CS; C)—Russ Tamblyn, Kieron Moore
TIKO AND THE SHARK—(WS; C)—Tahitian Cast
WHEN THE BOYS MEET THE GIRLS—Connie Francis, Harve Presnell, Paul Anka

PARAMOUNT DISTRIBUTED DURING THE PAST 12 MONTHS

6420 **AMOROUS ADVENTURES OF MOLL FLANDERS, THE**—C-126m.—(PV;TC)—Kim Novak, Richard Johnson, Angela Lansbury—52B6 (5-26-65)—Naughty but nice funfest for adults—Made in England

6414 **BLACK SPURS**—W-81m.—(TC)—Rory Calhoun, Terry Moore, Linda Darnell, Scott Brady—5282 (5-12-65)—Satisfactory action for western fans with names to help

6407 **BOY TEN FEET TALL, A**—D-88m.—(CS; TC)—Edward G. Robinson, Constance Cummings, Fergus McClelland—5246 (1-20-65)—Interesting entry for young and old alike—Filmed abroad

R6402 **CADDY, THE**—C-95m.—Dean Martin, Jerry Lewis—5222 (10-21-64)—Reissue should have Martin-Lewis appeal—Reissue

6410 **CRACK IN THE WORLD**—MD-96m.—(TC)—Dana Andrews, Janette Scott—5254 (2-17-65)—Good science fiction entry

6406 **DISORDERLY ORDERLY, THE**—C-90m.—(TC)—Jerry Lewis, Susan Oliver—5238 (12-16-64)—Typical Jerry Lewis farce primarly for kids

6415 **DR. TERROR'S HOUSE OF HORRORS**—D-98m.—(TC)—Peter Cushing, Christopher Lee—5275 (4-14-65)—Off-beat horror entry has interest—English-made.

6422 **FAMILY JEWELS, THE**—C-100m.—(TC)—Jerry Lewis, Donna Butterworth—5294 (6-23-65)—Typical Lewis zaniness strictly for his fans

6419 **GIRLS ON THE BEACH, THE**—MU-80m.—(TC)—Martin West, Noreen Corcorah, The Crickets, The Beach Boys, Lesley Gore—5282 (5-12-65)—Bikinis plus rock 'n' roll add up to teen fun

6423 **HARLOW**—D-125m.—(PV; TC)—Carroll Baker, Martin Belsam, Red Buttons—5297 (7-7-65)—Well-made, interesting biofilm about yesterday's love goddess

6418 **IN HARM'S WAY**—D-165m.—(PV)—John Wayne, Kirk Douglas, Patricia Neal—5269 (3-31-65)—Impressive entertainment should register well with general audiences

R6408 **PSYCHO**—MD-109m.—Anthony Perkins, Vera Miles, John Gavin, Janet Leigh—5247 (1-20-65)—Reissue is rare experience in horror—(Reissue)

6405 **ROUSTABOUT**—CMU—101m.—(TS; TC)—Elvis Presley, Barbara Stanwyck, Joan Freeman—5230 (11-18-64)—Okay Presley musical for his fans

6421 **SONS OF KATIE ELDER, THE**—W-122m.—(PV; TC)—John Wayne, Dean Martin, Martha Hyer—5298 (7-7-65)—Very good big scale western

6325 **SYLVIA**—D-115m.—Carroll Baker, George Maharis, Edmond O'Brien—5249 (2-3-65)—Interesting drama for adults

TOWN TAMER—W-89m.—(TC; TS)—Dana Andrews, Terry Moore, Pat O'Brien—5302 (7-21-65)—Okay western

6404 **WHERE LOVE HAS GONE**—D-114m.—(TS; TC)—Susan Hayward, Bette Davis, Michael Connors, Joey Heatherton—5222 (10-21-64)—Adult drama with particular appeal for women has big boxoffice potential

R6413 **WORLD OF SUZIE WONG, THE**—D-129m.—(TC)—William Holden, Nancy Kwan—5262 (3-17-65) High rating, colorful screen version of hit book and play—Reissue

6411 **YOUNG FURY**—W-80m.—(TS; TC)—Rory Calhoun, Virginia Mayo, John Agar—5249 (2-3-65)—Okay western for program

R6403 **YOU'RE NEVER TOO YOUNG**—C-102m.—(TC)—Dean Martin, Jerry Lewis—5222 (10-21-64)—Reissue is better Martin and Lewis comedy—Reissue

COMING

ALFIE—(TS; TC)—Michael Caine, Shelly Winters—English-made
APACHE UPRISING—(TS; TC)—Rory Calhoun, Corinne Calvert, Lon Chaney
BOEING—BOEING—(TC)—Jerry Lewis, Tony Curtis
JUDITH—(PV; TC)—Sophia Loren, Peter Finch, Jack Hawkins
KID RODELO—Don Murray, Janet Leigh, Broderick Crawford
NEVADA SMITH—(PV; EC)—Steve McQueen, Karl Malden
PROMISE HER ANYTHING—(TC)—Warren Beatty, Leslie Caron—English-made
OH DAD, POOR DAD, MAMA'S HUNG YOU IN THE CLOSET AND I'M FEELING SO SAD—(TC)—Rosalind Russell, Robert Robert Morse, Jonathan Winters.
NAKED PREY, THE—(PV; TC)—Cornel Wilde
RED LINE 7000—(TC)—Gail Hire, James 'Skip' Ward, Laura Devon
REVENGE OF THE GLADIATORS, THE—(TS; TC)—Roger Browne
SANDS OF THE KALAHARI—(PV; EC)—Stuart Whitman, Stanley Baker, Susannah York
SECONDS—Rock Hudson, Salome Jens
SEVEN SLAVES AGAINST THE WORLD—(TS; TC)—Roger Browne
SITUATION HOPELESS BUT NOT SERIOUS—Alec Guinness, Michael Connors
SKULL, THE—(TS; TC)—Peter Cushing, Christopher Lee
SLENDER THREAD, THE—Sidney Poitier, Anne Bancroft
SPY WHO CAME IN FROM THE COLD, THE—Richard Burton, Claire Bloom

20TH CENTURY-FOX DISTRIBUTED DURING THE PAST 12 MONTHS

425 **APACHE RIFLES**—MD—92m.—(DC)—Audie Murphy, Linda Lawson—5230 (11-18-64)—Okay program entry

430 **BACK DOOR TO HELL**—MD-68m.—Jimmie Rodgers, Jack Nicholson—5234 (12-3-64)—Okay programmer

444 **CLEOPATRA**—D-192m.—(Todd-AO; DC)—Elizabeth Taylor, Richard Burton, Rex Harrison—5062 (6-26-63)—Superior entertainment

503 **DEAR BRIGITTE**—C-100m.—(CS; DC)—James Stewart, Billy Mumy, Brigitte Bardot—5250 (2-3-65)—Amusing comedy

424 **EARTH DIES SCREAMING, THE**—MD-62m.—Willard Parker, Virginia Field—5226 (11-4-64)—Okay science fiction meller for duallers—English-made

423 **FATE IS THE HUNTER**—D-106m.—(CS)—Glenn Ford, Suzanne Pleshette, Rod Taylor—5214 (9-23-64)—Interesting drama about planes and people

516 **FORT COURAGEOUS**—W—72M—Fred Bier, Donald Barry, Hanna Lanoy—5278 (4-28-65)—Okay Programmer

428 **GOODBYE CHARLIE**—C-117m.—(CS; DC)—Tony Curtis, Debbie Reynolds, Pat Boone—5226 (11-4-64)—Cute comedy with potent cast

417 **GUNS AT BATASI**—D-103m.—CS—Richard Attenborough, Jack Hawkins, Flora Robson—5210 (9-2-64)—Good adventure drama

HIGH WIND IN JAMAICA, A—D-104m.—(CS;DC)—Anthony Quinn, Lila Kedrova, James Coburn—5286 (5-26-65)—Off-beat drama can go art or regular

422 **HORROR OF IT ALL, THE**—CMD-76m.—Pat Boone, Erica Rogers—5222 (10-21-64)—Good comedy thriller for duallers—English-made

504 **HUSH, HUSH, SWEET CHARLOTTE**—D-133m.—Bette Davis, Olivia de Havilland, Joseph Cotten, Agnes Moorehead—5247 (1-20-65)—Highly effective horror entry

507 **JOHN GOLDFARB, PLEASE COME HOME**—C-96m.—(CS; DC)—Shirley MacLaine, Peter Ustinov, Richard Crenna—5230 (11-18-64)—Wacky comedy should prove effective crowd pleaser

414 **LONGEST DAY, THE**—D-180m.—(CS)—All-star cast—4986 (10-10-62)—High rating war entry—Filmed abroad

431 **MORO WITCH DOCTOR**—MD—61m.—Jock Mahoney, Margia Dean—5230 (11-18-64)—Fair programmer—Filmed in the Philippines

MORITURI—D-123m.—Marlon Brando, Yul Brynner, Janet Margolin—5302 (7-21-65)—Tense drama of adventure and intrigue on a doomed ship

420 **NIGHT TRAIN TO PARIS**—MD-65m.—Leslie Nielsen, Alizia Gur—5219 (10-7-64)—Good action entry for program—English-made

502 **PLEASURE SEEKERS, THE**—CD-107m.—(CS; DC)—Ann-Margret, Tony Francisca, Carol Lynley—5242 (12-30-64)—Entertaining entry

427 **RAIDERS FROM BENEATH THE SEA**—MD-73m.—Ken Scott, Merry Anders—5247 (1-20-65)—Fair programmer

426 **RIO CONCHOS**—W-107m.—(CS; DC)—Richard Boone, Stuart Whitman, Wende Wagner—5219 (10-7-64)—Big scale western has fine cast, fast action

555 **SOUND OF MUSIC, THE**—MU-174m.—(Todd-AO; DC)—Julie Andrews, Christopher Plummer, Eleanor Parker—5258 (3-3-65)—Highly entertaining and charming film version of stage musical—Filmed abroad

THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES—C-133m.—(Todd-AO-DC)—Stuart Whitman, Sarah Miles, Robert Morley—5289 (6-9-65)—Funny, colorful spectacle looks like solid popular entertainment.

UP FROM THE BEACH—D-99m.—(CS)—Cliff Robertson, Irina Demick, Marius Goring, Red Buttons—5289 (6-9-65)—Fairly interesting tale of people in war

416 **VISIT, THE**—D-100m.—(CS)—Ingrid Bergman, Anthony Quinn—5214 (9-23-64)—Absorbing drama of human greed and vengeance—Filmed in Italy

VON RYAN'S EXPRESS—MD-117m.—(DC)—Frank Sinatra Trevor Howard—52B6 (5-26-65)—Good action and suspense entry

508 **WAR PARTY**—W-72m.—Michael T. Mikler, Davey Davison, Donald Barry—5262 (3-17-65)—Okay Programmer

421 **WITCHCRAFT**—MD-79m.—Lon Chaney, Diana Clare, David Weston—5222 (10-21-64)—Good horror meller dualler—English made

ZORBA, THE GREEK—D-142m.—Anthony Quinn, Alan Bates, Irene Papas—5238 (12-16-64)—Fine drama—Filmed in Greece—International Classics

COMING

AGONY AND THE ECSTASY, THE—(TODD-AO; DC)—Charlton Heston, Rex Harrison

BEACH HOUSE PARTY—Frankie Randall, The Astronauts
CURSE OF THE FLY, THE—(CS)—Brian Donlevy—English-made
CONVICT STAGE—Harry Lautor, Donald Barry
DEVILS OF DARKNESS—(DC)—William Sylvester, Carole Gray
DO NOT DISTURB—(CS; DC)—Doris Day, Rod Taylor
EL GRECO—Mel Ferrer, Rosanna Schiaffino
FANTASTIC VOYAGE—(CS; DC)—Stephen Boyd, Edmond O'Brien
FLIGHT OF THE PHOENIX, THE—James Stewart, Peter Finch, Ernest Borgnine
NANNY, THE—Bette Davis, Wendy Craig—English-made
OUR MAN FLINT—(CS; DC)—James Coburn, Gila Gulan, Lee J. Cobb
OUTLAWS OF RED RIVER, THE—George Montgomery
RAPTURE—(CS)—Patricia Gozzi; Melvyn Douglas
REWARD, THE—(CS; DC)—Max Von Sydow, .Efrem Zimbalist, Jr., Yvette Mimieux
SPACE FLIGHT IC-1—Bill Williams—English-made
STAGECOACH—(CS; DC)—Ann-Margret, Michael Connors, Red Buttons

UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

6502 **FERRY CROSS THE MERSEY**—MU-86m.—Gerry and The Pacemakers—5250 (2-3-65)—Rock 'n' roll for teen-agers—English-made—(Brian Epstein)
6422 **FOUR DAYS IN NOVEMBER**—DOC-120m.—Narrated by Richard Basehart—5223 (10-21-64)—Well-made, thrilling documentary on President Kennedy assassination—Wolper
GLORY GUYS, THE—CD-112m.—(PV; DC)—Tom Tryon, Harve Presnell, Senta Berger—5302 (7-21-65)—Lively outdoor yarn about Indian fighters—Levy-Gardner-Laven
6420 **GOLDFINGER**—MD—108m.—(TC)—Sean Connery, Gert Frobe, Honor Blackman—5231 (11-18-64)—Another boxoffice bonanza with Agent 007—English-made; Saltzman-Broccoli
6501 **GREATEST STORY EVER TOLD, THE**—D-194m.—(CN; TC)—Max Von Sydow, Dorothy McGuire, Charlton Heston—5254 (2-17-65)—A production of note—Stevens
6512 **HALLELUJAH TRAIL, THE**—C-167m.—(Cinerama; TC—Burt Lancaster, Lee Remick—5294 (6-23-65)—The west at its wildest makes for an unusual comic entry—Mirisch
6503 **HOW TO MURDER YOUR WIFE**—C-118m.—(TC)—Jack Lemmon, Vira Lisi, Terry-Thomas—5247 (1-20-65)—Fun entry is good for many laughs but could use trimming—Axelrod
6509 **I'LL TAKE SWEDEN**—C-96m.—(TC)—Bob Hope, Tuesday Weld, Frankie Avalon—5290—(6-9-65)—Hope, bikinis, and rock 'n' roll provide summer-weight fun—Small
6418 **INVITATION TO A GUNFIGHTER**—D-92m.—(DC)—Yul Brynner, Brad Dexter, Janice Rule—5223 (10-21-64)—Top performances assist moody western—Kramer
790 **KNACK, THE—AND HOW TO GET IT**—C-84m.—Rita Tushingham, Ray Brooks, Michael Crawtord—5299 (7-7-65)—Wacky Comedy seems good bet for art and specialty spots—English-made—Lopert
6508 **MASQUERADE**—CAD-101m.—(EC)—Cliff Robertson, Jack Hawkins—5278 (4-28-65—Entertaining comedy adventure — Filmed abroad—Novus
6506 **MR. MOSES**—CD-113m.—(PV; TC)—Robert Mitchum, Carroll Baker—5275 (4-14-65)—Off-beat African adventure comedy is thoroughly entertaining—Ross-Talbot
6505 **SATAN BUG, THE**—MD-114m.—(PV; DC)—George Maharis, Richard Basehart, Anne Francis—5262 (3-17-65)—Suspenseful yarn loaded with action and thrills—Mirisch-Kappa
6417 **SECRET INVASION, THE**—MD-95m.—(PV; DC)—Stewart Granger, Raf Vallone, Mickey Rooney—5215 (9-23-64)—Action packed war meller—Made in Yugoslavia—Corman
6419 **TOPKAPI**—CD-120m.—(C)—Melina Mercouri, Maximilian Schell, Peter Ustinow—5215 (9-23-64)—Fine fun film should zoom—Filmed abroad—Filmways
6507 **TRAIN, THE**—D-133m.—Burt Lancaster, Paul Scofield, Jeanne Moreau—5259 (3-3-65)—High rating war-time adventure entry—Filmed in France
6510 **WHAT'S NEW PUSSYCAT?**—C-108m.—(DC)—Peter Sellers, Peter O'Toole, Romy Schneider—5294 (6-23-65)—Wacky comedy has angles to sell—Filmed abroad—Feldman
6416 **WOMAN OF STRAW**—D-117m.—(EC)—Gina Lollobrigida, Sean Connery, Ralph Richardson—5215 (9-23-64) First rate mystery—English-made

COMING

AFTER THE FOX—(C)—Peter Sellers, Victor Mature—Montoro
BILLIE—(C)—Patty Duke, Warren Berlinger, Jim Backus—Chrislaw
CAST A GIANT SHADOW—(PV; C)—Kirk Douglas, Santa Berger, Frank Sinatra—Mirisch
DON'T WORRY, WE'LL THINK OF A TITLE—Morey Amsterdam, Rose Marie—Schenck
FRANKIE AND JOHNNY—(TC)—Elvis Presley—Admiral
CHINESE ADVENTURES IN CHINA—(C)—Jean Paul Belmondo-Ursula Andress
GROUPE, THE—(WS; C)—Candice Bergen, James Broderick—Feldman
HAWAII—(PV; C)—Julie Andrews, Max Von Sydon—Mirisch
HELP!—(EC)—The Beatles
NEW WORLD, A—Nino Casteinova, Christine De La Roche-Saltzman
RAGE TO LIVE, A—Suzanne Pleshette, Ben Gazzara, Bradford Dillman—Mirisch
RETURN FROM THE ASHES—Maximilian Schell, Samantha Eggar—Mirisch
SUMMER FIRES—Jeanne Moreau, Ettore Manni—Woodfall
THUNDERBALL—(PV, TC)—Sean Connery—Bernard Lee, Lois Maxwell
THOUSAND CLOWNS, A—Jason Robards, Jr., Barbara Harris
VIVA MARIA—(C)—Brigette Bardot, George Hamilton—Dancigers-Malle

UNIVERSAL

DISTRIBUTED DURING THE PAST 12 MONTHS

ANDY—D-86m.—Norman Alden—5250 (2-3-65)—Off-beat character study for art and specialty houses
6517 **ART OF LOVE, THE**—C-99m.—(TC)—James Garner, Elke Sommer, Dick Van Dyke—5283 (5-12-65)—Amusing comedy has names to help
6507 **BUS RILEY'S BACK IN TOWN**—D—93m.—(EC)—Ann-Margaret, Michael Parks—5263 (3-17-65)—Portrayal of boy maturing in fast company has James Dean touch
6501 **FATHER GOOSE**—C-117m.—(TC)—Cary Grant, Leslie Caron, Trevor Howard—5231 (11-18-64)—Top names bolster mild comedy
6512 **FLOWER DRUM SONG**—MU-131m.—(C; PV)—Nancy Kwan, James Shigota—5287 (5-26-65)—Reissue, is highly entertaining, pleasure-packed musical—Reissue
6513 **FLUFFY**—C-92m.—(C)—Tony Randall, Shirley Jones—5275 (4-14-65)—Cute comedy for youngsters and family audiences
6502 **GUNS OF AUGUST, THE**—DOC-99m.—Created and produced by Nathan Kroll—5239 (12-16-64)—Interesting documentary on World War I
6524 **IPCRESS FILE, THE**—MD-108m.—(TS; TC)—Michael Caine, Nigel Green—5298 (7-7-65)—Good espionage entry—English-made
6423 **I'D RATHER BE RICH**—C-96m.—(EC)—Sandra Dee, Robert Goulet, Andy Williams—5193 (8-5-64)—Cute comedy with highly saleable names
6511 **IMITATION OF LIFE**—D—124m.—(EC)—Lana Turner, John Gavin, Sandra Dee— 5287 (5-26-65)—Reissue is high rating drama—Reissue
6522 **I SAW WHAT YOU DID**—MD-82m.—Joan Crawford, John Ireland, Andi Garrett, Sharyl Locke—5283 (5-12-65)—Good suspense programmer
6427 **KITTEN WITH A WHIP**—MD-83m.—Ann-Margret, John Forsythe—5226 (11-4-64)—Unpleasant entry for the program
6425 **LIVELY SET, THE**—D-95m.—(C)—James Darren, Pamela Tiffin—5198 (8-19-64)—Okay entry for teens and their elders
6506 **MAN IN THE DARK**—D-80m.—William Sylvester, Barbara Shelley—5250 (2-3-65)—Okay programmer—English-made
6518 **MC HALE'S NAVY JOINS THE AIR FORCE**—C-90m.—(TC)—Joe Flynn, Tim Conway—5290 (6-9-65)—Cute sequel to initial release and regular tv show
6514 **MIRAGE**—D-109m.—Gregory Peck, Diane Baker—5287 (5-26 65)—Very good suspense thriller
6516 **NAKED BRIGADE, THE**—MD-99m.—Shirley Eaton, Ken Scott—5278 (4-28-65)—Fair programmer—Filmed in Greece; partially titled
6503 **NIGHT WALKER, THE**—D-86m.—Barbara Stanwyck, Robert Taylor, Hayden Rorke—5242 (12-30-64)—Horror entry has angles
6515 **SECRET OF BLOOD ISLAND, THE**—MD-84m.—Barbara Shelley, Jack Hadley—5279 (4-28-65)—Unpleasant programmer—English-made
6426 **SEND ME NO FLOWERS**—C-100m.—(TC)—Rock Hudson, Doris Day—5211 (9-2-64)—Very good comedy
6521 **SHENANDOAH**—D-105m.—(TC)—James Stewart, Doug McClure, Rosemary Forsyth—5279 (4-28-65)—Fine drama heightened by impressive Stewart performance
6428 **SING AND SWING**—CMU-75m.—David Hemmings, Jennifer Moss—5211 (9-2-64)—Fair import for program with angles for younger set—English-made
6505 **STRANGE BEDFELLOWS**—98m.—(TC)—Rock Hudson, Gina Lollobrigida—5239 (12-16-64)—Cute comedy with potent cast
6509 **SWORD OF ALI BABA**—MD-81m.—(C)—Peter Mann, Jocelyn Lane—5270 (3-31-65)—Okay programmer
6504 **TAGGART**—W-85m.—(C)—Tony Young, Dan Duryea, Elsa Cardenas—5239 (12-16-64)—Okay western
6508 **TRUTH ABOUT SPRING, THE**—CD-102m.—(TC)—Hayley Mills, John Mills, James MacArthur—5270 (3-31-65)—Fairly entertaining entry—Filmed abroad
6520 **VERY SPECIAL FAVOR, A**—C-104m.—(TC)—Rock Hudson, Leslie Caron, Charles Boyer—5298 (7-7-65)—A very funny comedy
6519 **WILD SEED**—D-99m.—Michael Parks, Celia Kaye, Eve Novak—5263 (3-17-65)—Effective program entry
6510 **WORLD OF ABBOTT AND COSTELLO, THE**—COMP.-75m.—Bud Abbott, Lou Costello—5275 (4-14-65)—Compilation offers the best of the taem's films.

Operation Crossbow	A1	MGM
• O.S.S. 117		AA
• Our Man Flint		Fox
Outlaws Is Coming, The	A1	Col.
• Outlaws Of Red River, The		Fox
Outrage, The	A3	MGM
Over There—1914-1918		For.

P

Pajama Party	B	A-I
• Paranioa		Emb.
Passionate Thief, The	A3	Emb
• Passport To Oblivion		MGM
• Patch of Blue, A		MGM
Pawnbroker, The	C	AA-Landau
• Pie In The Sky	A3	AA
• Planet of Terror, The		AI
• Playboy		Col.
• Play It Cooler		Col.
Pleasure Seekers, The	B	Fox
• Promise Her Anything		Par.
Psycho—Re.	B	Par.
Psychomania		Misc.

Q

Quick, Before It Melts	B	MGM
Quo Vadis—Re.	A1	MGM

R

• Racing Fever	B	AA
• Rage To Live, A	A3	UA
Raiders From Beneath The Sea	B	Fox
• Rapture		Fox
• Rare Breed, The		U
Rattle Of A Simple Man		Cont.
Ready For The People		WB
Red Desert	A4	Foir.
Red Lanterns		For.
• Red Line 7000		Par.
Requiem For A Gun Fighter		EMB
• Return From The Ashes		UA
• Revenge Of The Gladiators, The		Par.
• Reward, The		Fox
Ride The Wild Surf	A1	Col.
Rio Conchos	A3	Fox
Rotten to the Core		For.
Rounders, The	A3	MGM
Roustabout	A2	Par.
• Running Scared		U

S

Sampson vs The Giant King		For.
Sandokan, The Great	A1	MGM
Sandpiper, The	B	MGM
• Sands of The Kalahari		Par.
Santa Claus Conquers The Martians	A1	Emb.
Satan Bug, The	A2	UA
Scarlet Letter, The		Misc.
Seaside Swingers	A1	Emb.
• Seconds		Par.
Secret Door, The	A2	AA
Secret Invasion, The	A2	UA
Secret Of Blood Island	A2	U
Secret Of Magic Island	A1	Emb.
• Secret of My Success, The	A2	MGM
Send Me No Flowers	A2	U
• Senilita		Col.
• Sergeant Deadhead		AI
7 Dwarfs To The Rescue, The		For.
• Seven Slaves Against The World		Par.
• Seven Women		MGM
Sex And The Single Girl	B	WB
She	A2	MGM
Shenandoah	A1	U
Ship Of Fools	A3	Col.
Signpost To Murder	A3	MGM
• Silencers, The		Col.
Sing And Swing	A2	U
• Situation Hopeless But Not Serious		Par.
Ski Party	A2	AI
• Skull, The		Par.
Slave Trade In The World Today	A3	Cont.
• Slender Thread, The		Par.
So Dear To My Heart—Re	A1	BV
• Son Of A Gunfighter		MGM
Sons Of Katie Elder, The	A1	Par.
Sound Of Music, The	A1	Fox
• Space Flight IC-1		Fox
• Spy Who Came In From The Cold, The		Par.
• Stagecoach		Fox
Station Six Sahara	B	AA
Strange Bedfellows	A3	U
• Summer Fires		UA
Sweet And Sour	C	For.
• Swinger's Paradise	A1	AI
Swingin' Summer, A		Misc.
Sword of Ali Baba, The	A1	U
Sword Of El Cid, The		For.
Sylvia	B	Par.
Symphony For A Massacre	A3	For.
Synanon	A3	Col.

T

Taboos of the World	A4	AI
• Tatty And The Jungle Hunter	AI	AA
Taggart	A2	U
T-A-M-I Show, The		Misc.
Tattooed Police Horse, The	AI	BV
Taxi for Torbuk	A2	For.
• Tennessee Jamboree		AA
• Tenth Victim, The		EMB.
Thank Heaven For Small Favors		For.
• That Darn Cat		BV
• That Funny Feeling	A2	U
These Are The Damned		Col.
• Thing at the Door, The		WB
Three Penny Opera	A3	Emb.
Third Day, The	A3	WB
36 Hours	A2	MGM
Those Calloways	AI	BV
Those Magnificent Men In Their Flying Machines	AI	Fox
• Thousand Clowns, A		UA
• Thunderball		UA
Tickle Me	A2	AA
• Tiko And The Shark		MGM
• Time Of Indifferance		Cont.
Time Travelers, The	B	A-I
Tomb Of Ligeia	A2	A-I
Topkapi	A3	UA
Town Tamer	A2	Par.
Train, The	AI	UA
• Treasure Of Silver Lake		Col.
Truth About Spring, The	AI	U
Two On a Guillotine	A3	WB

U

• Ugly Dachshund, The		BV
Umbrellas Of Cherbourg, The..	A3	.AA-Landau
• Under Age	B	AI
Unearthly Stranger	AI	A-I
Up From The Beach	AI	Fox

V

Very Special Favor, A	A3	U
Vice And Virtue	B	MGM
• Village Of The Giants		Emb.
Visit, The	A4	Fox
• Viva Maria		UA
Von Ryan's Express	AI	Fox
Voyage To The End Of The Universe	AI	A-I

W

Walls Of Hell, The	A2	Misc.
• War Lord, The		U
War Gods Of The Deep		A-I
War of the Zombies		AI
War Party	AI	Fox
• Watch It, Sailor		Col.
What's New, Pussycat		UA
Where Love Has Gone	A3	Par.
• When The Boys Meet The Girls		MGM
White Voices	C	For.
Why Bother To Knock?	B	For.
Wild Seed	A3	U
• Winter A-Go-Go		Col.
Witchcraft	A2	Fox
Woman Is A Woman, A		For.
Women Of Straw	A3	UA
Woman Who Wouldn't Die, The	A3	WB
• Wonderful Life		A-I
World of Abbott & Costello, The	AI	U
World of Suzie Wong, The—RE.	B	Par.
World Without Sun	AI	Col.
• World's Greatest Swindles		Cont.

Y

Yellow Rolls, Royce, The	A4	MGM
Yolanta		For
• You Must Be Joking		Col.
Youngblood Hawke	A3	WB
Young Cassidy	A3	MGM
Young Dillinger	B	AA
Young Fury	A2	Par.
Young Lovers, The	A3	MGM
Your Cheatin' Heart	A2	MGM
Your'e Never Too Young—Re.	A2	Par.

Z

Zebra In The Kitchen	AI	MGM
Zorba, The Greek	A4	Fox

COMING

AND NOW MIGUEL—(TC)—Pat Cardi, Michael Ansara
ARABESQUE—(TC)—Gregory Peck, Sophia Loren
BLINDFOLD—(TC)—Rock Hudson, Claudia Cardinale
DARK INTRUDER—Leslie Nielsen, Mark Richman
GUNPOINT—(TC)—Audie Murphy, Joan Staley
INCIDENT AT PHANTOM HILL, THE—(TC)—Robert Fuller, Jocelyn Lane
LOVE AND KISSES—(TC) Rick Nelson, Jack Kelly, Kristin Nelson
MADAME X—(TC)—Lana Turner, John Forsythe, Ricardo Montalban
MAN COULD GET KILLED, A—(TC)—James Garner, Melina Mercouri, Sandra Dee
MOMENT TO MOMENT—(TC)—Jean Seberg, Honor Blackman
RARE BREED, THE—(PV; TC)—James Stewart, Maureen O'Hara
RUNNING SCARED—(TC)—Don Knotts, Joan Staley, Dick Sargent
THAT FUNNY FEELING—(TC)—Sandra Dee, Bobby Darin, Donald O'Connor
WAR LORD, THE—(PV; TC)—Charlton Heston, Rosemary Forsyth, Richard Boono

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

458 **BATTLE OF THE VILLA FIORITA, THE**—D—111m.—(PV;TC)—Maureen O'Hara, Rossano Brazzi, Richard Todd—5287 (5-26-65)—Uneven romantic tale aimed at gals

460 **BRAINSTORM**—D-114m.—(PV)—Jeff Hunter, Anne Francis, Dana Andrews—5283 (5-12-65)—Psychological drama holds interest

480 **CHEYENNE AUTUMN**—AD-145m.—(PV 70; TC)—James ewart, Edward G. Robinson, Richard Widmark, Carroll Baker—5223 (10-21-64)—Highly interesting outdoor adventure entry

455 **DEAR HEART**—D-114m.—Glenn Ford, Geraldine Page—5239 (12-16-64)—Mildly entertaining

GREAT RACE, THE—C-150m.—(PV; TC)—Jack Lemmon, Tony Curtis, Natalie Wood—5299 (7-7-65)—Comedy blockbuster is headed for the top

478 **HAMLET**—D-187m.—(Electronovision)—Richard Burton—5220 (10-7-64)—Of value as a record of a novel version of the Shakespeare classic

HAVING A WILD WEEKEND—C-91m.—Dave Clark Five—5302 (7-21-65)—Sell the Dave Clark Five—English-made

451 **KISSES FOR MY PRESIDENT**—C-113m.—Fred MacMurray, Polly Bergen—5211 (9-2-64)—Topical farce benefits from good cast

479 **MY FAIR LADY**—MU-170m.—(PV70, TC)—Audrey Hepburn, Rex Harrison—5227 (11-4-64)—Highly impressive entertainment headed right for the top

457 **NONE BUT THE BRAVE**—D-108m.—(PV; TC)—Frank Sinatra, Clint Walker, Tommy Sands—5255 (2-17-65)—Gory effort gives two-sided view of war on small scale

459 **MY BLOOD RUNS COLD**—MD-104m.—(PV)—Troy Donahu Joey Heatherton—5270 (3-31-65)—Mild horror meller with names to lure youngsters

452 **READY FOR THE PEOPLE**—MD-54m.—Simon Oakland, Anne Helm—5227 (11-4-64)—Okay for program filler

454 **SEX AND THE SINGLE GIRL**—C-114m.—(TC)—Tony Curtis, Natalie Wood, Henry Fonda—5242 (12-30-64)—Frenzied farce with leers and laughs

THIRD DAY, THE—D-119m.—(PV; TC)—George Peppard, Elizabeth Ashley—5298 (7-7-65)—Interesting drama

456 **TWO ON A GUILLOTINE**—MD-107m.—(PV)—Connie Stevens, Dean Jones, Cesar Romero—5247 (1-20-65)—Fast moving chiller

461 **WOMAN WHO WOULDN'T DIE, THE**—MD-84m.—Garry Merrill, Jane Merrow, Georgiana Cookson—5283 (5-12-65)—Okay murder meller for the programs—English-made

453 **YOUNGBLOOD HAWKE**—D-137m.—James Franciscus, Suzanne Pleshette, Genevieve Page—5227 (11-4-64)—Classy effort misses dramatic mark

COMING

BATTLE OF THE BULGE—(CN; TC)—Henry Fonda, Robert Shaw
BIG HAND FOR THE LITTLE LADY, A—(TC)—Henry Fonda, Joanne Woodward, Paul Ford
CRACK OF THE WHIP—(C)—Clint Walker
INSIDE DAISY CLOVER—(PV, TC)—Natalie Wood, Christopher Plummer
MARRIAGE ON THE ROCKS—(TC; PV)—Frank Sinatra, Deborah Kerr, Dean Martin
MOVING TARGET, THE—(PV; TC)—Paul Newman, Lauren Bacall, Shelley Winters
MURIETA—(C)—Jeff Hunter, Arthur Kennedy
NEVER TOO LATE—(TC)—Paul Ford, Maureen O'Sullivan, Connie Stevens
THING AT THE DOOR, THE—Troy Donohue

MISCELLANEOUS

ACROSS THE RIVER—D—85m.—Lou Gilbert, Kay Doubleday—5266 (3-17-65)—Off-beat drama for art spots—R. M. Franchi

BUS, THE—DOC—62m.—Produced and photographed by Haskell Wexler—5290 (6-9-65)—Tale of a group with a cause for selective audiences—Edward Harrison

CASTLE OF BLOOD—MD-85m.—Barbara Steele, George Riviere—5211 (9-2-64)—Horror meller provides its share of chills—Woolmer Bros.

COOL WORLD, THE—DOC-105m.—Hampton Clanton, Yolanda Rodriguez—5224 (10-21-64)—Authentic reenacted documentary on Harlem can be sold—Cinema V

CURSE OF THE STONE HAND—MD—72m.—Ernest Walch, John Carradine, Sheila Bon—5266 (3-17-65)—Confused lower half horror entry—Associated Distributors Pictures

ELEANOR ROOSEVELT STORY, THE—DOC.—90m.—Produced by Sidney Glazier—5290 (6-9-65)—Fine documentary—Sidney Glazier Prod.

FACE OF THE SCREAMING WEREWOLF—MD—60m.—Lon Chaney, Landa Varle—5266 (3-17-65)—Horror entry for the lower half—Associated Distributors Pictures

FLESH EATERS, THE—MD-90m.—Rita Morley, Byron Sanders, Martin Losleck—5224 (10-21-64)—Program horror meller—C.D.A.

HARLOW—D-109m.—(Electronovision)—Carol Lynley, Efrem Zimbalist, Jr.—5287 (5-26-65)—Reputed biography of former film star is mildly entertaining—Magna

IMAGE OF LOVE—DOC-90m. (EC)—Written, directed and produced by Lou Stoumen—5299 (7-7-65)—Fairly interesting documentary on love through the ages—Green Releasing Org.

INHERITANCE, THE—DOC-60-m.—Narrated by Robert Ryan—5234 (12-3-64)—Documentary on rise of the unions needs special treatment—Harold Mayer

KISS ME, STUPID—C-126m.—(PV)—Dean Martin, Kim Novak, Ray Walsten—5242 (12-30-64)—Sex laden fest may raise a few brows—Lopert

LIVING BETWEEN TWO WORLDS—D-78m.—Horace Jackson, Maye Henderson, Mimi Dillard—5220 (10-7-64)—All Negro film is okay dueller for specialized houses—Empire

MAN FROM BUTTON WILLOW, THE—CAR-84m.—(C)—Presented by Dale Robertson—5251 (2-3-65)—Enjoyable western cartoon for family and youngsters—United Screen Arts

MME. OLGA'S MASSAGE PARLOR—MD—70m.—Alice Baez, T. Wood Parker—5266 (3-17-65)—Fast buck and mediocre exploitation film—American Film Dist.

NASTY RABBIT, THE—C-85m.—(TS; TC)—Mischa Terr, Arch Hall, Jr.,—5243 (12-30-64)—Childish entertainment—Fairway International

NIGHTMARE IN THE SUN—MD—81m.—(DC)—Ursula Andress, John Derek, Aldo Ray—5231 (11-18-64)—Suspenseful story of a manhunt for the program—Zodiac

NOTHING BUT A MAN—D-90m.—Ivan Dixon, Abbey Lincoln—5259 (3-3-65)—Poignant, sensitive portrait of a southern Negro's marriage—Cinema V

T-A-M-I SHOW, THE—MUNOV—113½m.—Beach Boys, Barbarians, Chuck Barry—5231 (11-18-64)—Good musical novelty for teens—Electronovision—American Int.

SCARLET LETTER, THE—D-72m.—Colleen Moore, Hardie Albright—5290 (6-9-65)—Reissue of Hawthorne classic has novel curio value—Signature Films

SWINGIN' SUMMER, A—MU—80m.—(TC)—James Stacy, William Wellman, Jr., Quinn O'Hara—5266 (3-17-65)—Cute entry with special appeal for teens—United Screen Arts

WALLS OF HELL, THE—MD-88m.—Jock Mahoney, Cecilia Lopez—5193 (8-5-64)—War in the Philippines serves up action for the program—Made in Philippines—Hemisphere

FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

AWFUL DR. ORLOF, THE—MD-90m.—Howard Vernon, Diano Larys—5291 (6-9-65)—Program horror meller—Foreign-made; dubbed in English—Sigma III

BAY OF ANGELS—D-85m.—Jeanne Moreau, Claude Mann—5251 (2-3-65)—Intriguing import for art spots—French-made; English titles—Pathe Contemporary

BAMBOLE—C-111m.—Virna Lisi, Monica Vitti, Gina Lollobrigida—5303 (7-21-65)—Fairly amusing import—Italian-made; English titles; Royal Films Int.

BANANA PEEL—C-97m.—Jeanne Moreau, Jean-Paul Belmondo—5255 (2-17-65)—Entertaining import—French-made; English titles —Pathe Contemporary

BLACK TORMENT, THE—MD—88m.—(C)—Heather Sears, John Turner—5263 (3-17-65)—Suspenseful horror meller—English-made —Governor

BRAIN, THE—MD—83m.—Anne Heywood, Peter Van Eyck—5263 (3-17-65)—Okay terror entry—English-made—Governor

CARRY ON SPYING—C-87m.—Kenneth Williams, Barbara Windsor—5251 (2-3-65)—Carry On slapsticking still good comedy—English-made—Governor

CASABLAN—D—63m.—Nikos Kourkoules—5263 (3-17-65)—Minor import—Filmed in Greece—Frisch-Natas Productions

DIARY OF A CHAMBERMAID, THE—D—97m.—Jeanne Moreau, Michel Piccoli—5264 (3-17-65)—Interesting Import—French-made; English titles—Int. Classics

EVA—D-115m.—Jeanne Moreau, Stanley Baker, Vira Lisi—5295 (6-23-65)—Fairly interesting entry—Filmed abroad—Times

FANNY HILL—C-104m.—Miriam Hopkins, Letitia Roman—5279—(4-28-65)—Farcial treatment of Innocence untouched by life in a brothel—German-made; dubbed in English—Famous Players

GIRL WITH GREEN EYES—D-91m.—Peter Finch, Rita Tushingham—5194 (8-5-64)—Romance of value to art and other spots—English-made (Filmed in Ireland)—Lopert

GO-GO BIG BEAT—MU-82m.—(EC)—Millie Small, The Animals, Lulu and The Luvvers—5295 (6-23-65)—Musical mish-mash for the teen set—English-made—Eldorado

GUIDE, THE—D-120m.—(PC)—Dev Anand, Kishore Sahu—5259 (3-3-65)—Fairly interesting Import set in modern India—Filmed in India—Stratton Int.

HERCULES VIS THE GIANT WARRIORS—MD-94m.—(CS;EC)—Don Vadis—5291 (6-9-65)—Good action for undiscriminating adults and teens—Italian-made; dubbed in English—John Alexander

HIGH INFIDELITY—CD-130m.—Ugo Tognazzi, Fulvia Franco, Nino Manfredi—5303 (7-21-65)—Entertaining import flavored with sex—Foreign-made; English titles—Magna

HORRIBLE DR. HICHCOCK, THE—MD-76m.—(TC)—Barbara Steele, Robert Flemyng—5291 (6-9-65)—Program horror meller—English-made—Sigma III

LAST WOMAN OF SHANG, THE—MD—107m.—(C)—Lin Dei—5264 (3-17-65) Fair import—Chinese-made; English titles—Shaw Brothers

MAEDCHEN IN UNIFORM—D-91m.—Lilli Palmer, Romy Schneider—5303 (7-21-65)—A look at a German boarding school for girls holds interest—German-made; English titles—Seven Arts

MALE HUNT—C-92m.—Jean-Paul Belmondo, Catherine Deneuve—5291 (6-9-65)—Amusing Import for art, specialty spots—French-made; English titles—Pathe Contemporary

MAN WHO COULDN'T WALK, THE—MD—63m.—Peter Reynolds, Eric Pohlmann, Pat Calvin—5264 (3-17-65)—Okay action entry for lower half—English-made; Taurus

MODEL MURDER CASE, THE—90m.—Ian Hendry, Ronald Fraser, Margaret Johnston—5264 (3-17-65)—Good mystery Import—English-made—Cinema V

MONDO PAZZO—DOC-94m.—(TC)—Directed by Jacopetti—and prosperi 5251 (2-3-65)—Repelling successor to "Mondo Cane" —Filmed in various parts of the world—English narration—Rizzoli Films

MY BABY IS BLACK—D-80m.—Gordon Heath, Francoise Giret—5279 (4-28-65)—Tender miscegination romance—French-made; dubbed in English—American Dist.

MY WIFE'S HUSBAND—C-85m.—Fernandel, Bourvil, Claire Maurier—5255 (2-17-65)—Amusing Import—French-made; English titles—Lopert

NEW ANGELS, THE—DOC D-94m.—Youth of Italy—5295 (6-23-65)—Interesting entry for art spots—Italian-made; English titles —Promenade

NOT ON YOUR LIFE—C-90m.—Nino Alberti, Emma Penella—5270 (3-31-65)—Cute import—Foreign-made; English titles—Pathe Contemporary

ONE WAY PENDULUM—C-90m.—Eric Sykes, Julia Foster, George Cole—5255 (2-17-65)—Fair import on the wacky side—English-made—Lopert

ONIBABA—D—104m.—(CS)—Nobuko Otowa, Jitsuko Yoshimura—5264 (3-17-65)—Strong, Interesting Import for adult art audiences—Japanese-made; English titles—Toho

OVER THERE—1914-1918—DOC—90m.—Conceived and directed by Jean Aurel—5265 (3-17-65)—Interesting documentary on World War I—French-made—Pathe Contemporary

RED DESERT—D-116m.—(TC)—Monica Vitti, Richard Harris—5255 (2-17-65)—Arty Import—Italian-made; English titles—Rizzoli

RED LANTERNS—D-85m.—Jenny Karezi, Georges Foondas—5271 (3-31-65)—Lusty, interesting Import for art spots—Greek made; English titles—Times

ROTTEN TO THE CORE—C-90m.—Anton Rodgers, Charlotte Rampling—5303 (7-21-65)—Amusing import—Cinema V—English-made

SAMSON VS THE GIANT KING—MD-91m.—(CS; EC)—Kirk Morris—5291 (6-9-65)—More unintentional chuckles than thrills—Italian-made; dubbed in English—John Alexander

7 DWARFS TO THE RESCUE, THE—NOV—84m.—Rosanna Podesta, Robert Risso—5265 (3-17-65)—Mild entry for the younger set—Italian-made; dubbed in English—Childhood Productions

SWEET AND SOUR—C-98m.—Simone Signoret, Jean-Paul Belmondo—5260 (3-3-65)—Cute, wacky Import—French-made; English titles—Pathe Contemporary

SWORD OF EL CID, THE—86m.—(Supercinescope; EC)—Roland Carey, Chantel Deberg—5194 (8-5-64)—Okay programmer —PRC

SYMPHONY FOR A MASSACRE—D-115m.—Michael Auclair, Claude Dauphin—5295 (6-23-65)—Good import for art spots—Foreign-made—English titles—Seven Arts

TAXI FOR TOBRUK—D—90m.—(Dyaliscope)—Lino Ventura, Hardy Kreuger, Charles Azaavour—5265 (3-17-65)—Okay programmer for art or regulation spots—Filmed abroad; dubbed in English—Seven Arts

THANK HEAVEN FOR SMALL FAVORS—C—84m.—Bourvil—5265 (3-17-65)—Moderately amusing Import—French-made; English titles—Int. Classics

WHITE VOICES—C-93m.—(TC)—Paolo Ferrari—5295—(6-23-65)—Off-beat subject should prove effective in art spots—Italian-made; English titles—Rizzoli

WHY BOTHER TO KNOCK—C-88-m.—(C; CS)—Elke Sommer, Richard Todd—5244 (12-30-64)—Fairly amusing comedy—Filmed abroad; spoken in English—Seven Arts

WOMAN IS A WOMAN, A—CD-80m.—(C)—Jean-Paul Belmondo, Anna Karina—5248 (1-20-65)—Weird Import for special spots—French-made; English titles—Pathe Contemporary

YOLANTA—MU—82m.—(Magicolor)—Natalya Rudnaya—5265 (3-17-65)—Good operatic rendition for art spots—Russian-made; English titles—Artkino

THESE THEATRE-TESTED FORMS AVAILABLE TO MOTION PICTURE EXHIBITOR SUBSCRIBERS!

DATE BOOK FORMS:
- . . . Pocket-Size-6 ring (3¾ x 6¾ in.) Dated full year supply $1.00
- . . . Large Size-3 ring (9 x 12 in.) Undated 52 pages .... .50

SERVICE-KIT SYSTEM:
- . . . Large Size complete set of: Date Book forms, Availability and Playoff Worksheets, Performance Record and Cut-Off sheets, Booking Calendar, Other Dividers 1.30
- . . . Availability and Playoff Worksheets (9 x 12 in.) 10 pages .... .10
- . . . Performance record and Cut-Off Sheets (9 x 12 in.) 20 pages .... .25

BINDERS, Plain:
- . . . For Pocket-Size Date Book-6 ring. Soft leatherette. 1.30
- . . . For Service-Kit System, Reviews, Service-Section. Stiff leatherette. 1.50

ZIPPER CASE BINDERS, Leather:
- . . . 3-Ring, genuine cowhide. Tax Incl. 6.00

BOXOFFICE STATEMENTS:
- . . . Regular theatre. Padded in 50's and punched (5½ x 9 in.). Per Pad .... .30
- . . . Drive-In theatre. Padded in 50's and punched (5½ x 9 in.). Per Pad .... .30

PROGRAM AND RUNNING TIME SCHEDULES:
- . . . For regular and drive-in theatres. Padded in 50's. Per Pad .... .30

BOOKKEEPING SYSTEM—Book:
- . . . At-A-Glance (copyright) for regular and drive-in theatres. Annual record (9 x 12 in.) 1.75

BUSINESS ANALYSIS SPREADSHEETS:
- . . . Drive-in theatres only. Large sheets (11 x 16 in.) Set of 13 sheets .... .50

PAYROLL FORMS:
- . . . Weekly for regular and drive-in. Folding flap (8½ x 11 in.). Set of 52 sheets 1.30

EMPLOYEE EARNINGS RECORD CARDS:
- . . . Annual card for each employee (8½ x 11 in.). All deductions. Set of 12 cards .40

PETTY CASH CONTROL SYSTEM:
- . . . Voucher pads, numbered consecutively. (3 x 5 in.) Per Pad .... .30
- . . . Weekly envelopes for filing full week's transactions. Set of 50 .... .65

SERVICE MANUALS FOR TRAINING:
- . . . Separate sections on regular and drive-in employees. Each .10

EXHIBITOR BOOK SHOP
317 N. Broad St.
Philadelphia, Pa. 19107

The Shorts Parade

1963-64 1964-65 Seasons

Buena Vista

WALT DISNEY CARTOONS (TECHNICOLOR) (REISSUES)

19301 Little Whirlwind
19302 The Whalers
19303 First Alders
19304 Army Mascot
19305 Goofy Gymnastics
19306 Home Made Home
19307 Foul Hunting
19308 Timber
19309 Truant Officer Donald
19310 Golden Eggs
19311 Test Pilot Donald
19312 Lambert, The Sheepish Lion

SINGLE REEL CARTOONS (TECHNICOLOR)

101 How To Have An Accident At Work
123 The Litterbug
125 Aquamania

TWO REEL CARTOON SPECIALS (TECHNICOLOR)

097 Goliath II
102 Noah's Ark
119 Saga Of Windwagon Smith
112 Donald and The Wheel
139 A Symposium On Popular Songs

THREE REEL LIVE ACTION SPECIALS (TECHNICOLOR)

079 Japan
086 The Danube
099 Eyes In Outer Space
105 Islands Of The Sea
106 Mysteries Of The Deep
127 Bear Country (Re-issue)
131 Water Birds (Re-Issue)

FEATURETTES (TECHNICOLOR)

094 Legend Of Sleepy Hollow (Re-issue)
114 Hound That Thought He Was A Raccoon
118 Horse With The Flying Tail

Columbia

ONE REEL COLOR SPECIALS

65651 (Sept.) Little Boy Bad
65652 (Feb.) The Ride

COLOR FEATURETTES

65441 (Sept.) Amazing New Zealand
65442 (Nov.) Wonders Of Miami Beach
65443 (Jan.) Fabulous California
65444 (June) Wonders Of Kentucky

LOOPY DE LOOP COLOR CARTOONS

65701 (Sept.) Trouble Bruin
65702 (Oct.) Bear Knuckles
65703 (Nov.) Habit Rabbit
65704 (Jan.) Horse Shoo
65705 (Mar.) Pork Chop Phoey
65706 (Apr.) Crow's Fete
65707 (June) Big Mouse Take

MR. MAGOO CARTOONS (Re-Issues)

65752 (Sept.) Magoo's Young Manhood
65752 (Oct.) Scoutmaster Magoo
65753 (Nov.) Ragtime Bear
65754 (Dec.) Explosive Mr. Magoo
65755 (Jan.) Spellbound Hound
65756 (Feb.) Magoo's Three Point Landing
65757 (Mar.) Rock Bound Magoo
65758 (Apr.) Magoo's Masquerade

COLOR FAVORITES CARTOONS (Re-Issues)

65601 (Sept.) Animal Cracker Circus
65602 (Oct.) Tooth Or Consequences
65603 (Nov.) Little Match Girl
65604 (Dec.) Man On The Flying Trapeze
65605 (Jan.) Glee Worms
65606 (Feb.) Fudget's Budget
65607 (Mar.) Lo The Poor Buffal
65608 (Apr.) Mountain Ears
65609 (May) Rocky Road To Ruin
65610 (June) Black-Board Review

TWO REELERS THE THREE STOOGES (Re-Issues)

65401 (Sept.) Hoofs and Goofs
65402 (Oct.) Muscle Up A Little Closer
65403 (Dec.) A Merry Mix-Up
65404 (Jan.) Space Ship Sappy
65405 (Feb.) Guns A Poppin'
65406 (Apr.) Horsing Around
65407 (May) Outer Space Jitters

WORLD OF SPORTS

65501 (Dec.) Champion Stunt Divers
65502 (Feb.) Skiing The Andes
65503 (Mar.) Thousand Island Aquarama
65504 (May) Winged Fury

SERIALS (Re-Issues)

65120 (Sept.) Perils Of The Wilderness
65140 (Dec.) The Iron Claw
65160 (Dec.) Adventures Of Captain Africa

Metro-Goldwyn-Mayer

TOM AND JERRY NEW COLOR CARTOONS

4575 Penthonse Mouse
4576 Much Ado About Mousing
4577 Snowbody Loves Me
4578 Cat Above and The Mouse Below
4579 Unshrinkable Jerry Mouse
4580 Tom-ic Energy

GOLD MEDAL REPRINTS IN METROCOLOR

6661-W Old Rockin' Chair Tom
6662-W Lucky Ducky
6663-W Professor Tom
6664-W Cat That Hated People
6665-W Mouse Cleaning
6666-W Goggle Fishing Bear
6667-W Design On Jerry
6668-W First Bad Man
6669-W Smarty Cat
6670-W Deputy Droopy
6671-W Pecos Pest
6672-W Cell Bound

Paramount

COLOR FEATURETTE

AA22-1 Sportarama

HIGH TOPPER

T22-1 Thin Along
T22-2 Isles Of The Sun
T22-3 Melody For Machines
T22-4 The World Starts Next Door
T22-5 Beauties Of Scandanavia
T23-1 Fascinating Finland
T23-2 Mayflower, U.S.A.
T23-3 Commuting For Adventure

NOVELTOONS

P23-1 Gramps To The Rescue
P23-2 Hobo's Holiday
P23-3 Hound For Pound
P23-4 Sheepish Wolf
P23-5 Hiccup Hound
P23-6 Whiz Quiz Kid

MODERN MADCAPS

M23-1 Happy Harry
M23-2 Tell Me A Badtime Story
M23-3 Pig's Feat
M23-4 Sour Gripes
M23-5 Goodie Good Deed
M23-6 Muggy-Doo Boy Cat

POPEYE CHAMPIONS

E23-1 Beach Peach
E23-2 Jitterbug Jive
E23-3 Popeye Makes A Movie
E-23-4 Fly's Last Flight
E23-5 How Green Is My Spinach?
E23-6 Gym Jam

COMIC KING

C22-1 Et Tu Otto
C22-2 A Tree Is A Tree Is A Tree
C22-3 The Method and Maw
C22-4 Take Me To Your Gen'rul
C22-5 Keeping Up With Krazy
C22-6 Mouse Blanche
C23-1 Panhandling On Madison Avenue
C-23-2 Fizzicle Fizzle
C23-3 Sailing Zero
C23-4 Fix That Clock
C23-5 A Friend In Tweed
C23-6 The Once Over
C23-7 Service With A Smile
C23-8 Call Me A Taxi
C23-9 Highway Slobbery

SPECIAL

B23-1 Jamboree At Marathon
B23-2 Wyoming Snapshot

SPORTS IN ACTION

D23-1 Festival Of The Bulls
D23-2 Sky Divers
D23-3 Speed On Ice
D23-4 Best In Show
D23-5 On The Bounce

20th Century-Fox

TERRYTOONS (2D ALL PURPOSE; DELUXE COLOR)

5401 (Jan.) Roc-A-Bye Sinbad
5402 (Feb.) The Red Tarctor
5403 (Mar.) Brother From Outer Space
5405 (Apr.) King Rounder
5406 (May) Short Term Sheriff
5407 (June) The Kisser Plant
5411 (July) Adventure By The Sea
5408 (Aug.) Oil Thru The Day
5409 (Sept.) Outer Galaxy Gazette
5410 (Oct.) The Gold Dust Bandit
5404 (Nov.) Search For Misery
5412 (Dec.) Molecular Mixup

United Artists

PINK PANTHER COLOR CARTOONS

6551 (Dec.) Pink Phink
6552 (Feb.) Pink Pajamas
6553 (Mar.) We Give Pink Stamps
6554 Dial 'P' for Pink
6555 Sink Pink
6556 Pickled Pink
6557 Pink Ice
6558 Shocking Pink
6559 Pinkfinger
6560 Pinktail Fly

SPECIALS

6480 Chagall (3 reels)
6470 Beatles Come To Town
6471 This Is Jordan (3 reels)
6472 Dave Clark Five

Universal

TWO REEL SUPER SPECIALS

4501 (Jan.) Bigtown Village
4502 (Mar.) Casey At The Met(s)

SPECIALS

4504 (Dec.) Football Highlights Of 1964
4505 (Feb.) Yesterday's Big Story

COLOR ADVENTURES (One Reel)

4571 (Jan.) Keep America Singing
4572 (Feb.) Flying Fisherman
4573 (Mar.) Peewee Leaguers
4574 (Apr.) The Great River
4575 (May) Aquacapers

WALTER LANTZ COLOR CARTUNES

4511 (Jan.) Three Little Woodpeckers (WW)
4512 (Jan.) Case Of The Elephant's Trunk
4513 (Feb.) Woodpecker Wanted (WW)
4514 (Feb.) Fractured Friendship
4515 (Mar.) Birds Of A Feather (WW)
4516 (Mar.) Guest Who?
4517 (Apr.) Canned Dog Feud (WW)
4518 (Apr.) Half Baked Alaska
4519 (May) Janie Get Your Gun (WW)
4520 (May) Davey Cricket
4521 (June) Slox Me (WW)
4522 (June) Pesty Guest
4523 (July) What's Peckin' (WW)

Warner Bros.

MERRIE MELODIES-LOONEY TUNES TECHNICOLOR CARTOONS

3701 (Oct.) Panchos Hideaway
3702 (Dec.) Road To Andalay
3703 (Jan.) It's Nice To Have A Mouse Around The House
3704 (Jan.) Cats And Bruises
3705 (Feb.) The Wild Chase
3706 (Mar.) Moby Duck
3707 (Apr.) Assult and Peppered
3708 (May) Well Worn Daffy
3709 (June) Corn on the Cop
3710 (June) Suppressed Duck

BUGS BUNNY SPECIALS

2721 (10-19-63) Mad As A Mars Hare
2722 (1-18-64) Dumb Patrol
2723 (Mar.) Dr. Devil And Mr. Hare
2724 (July) False Hare

BLUE RIBBON HIT PARADES TECHNICOLOR (REISSUES)

3301 (Sept.) Heir Conditioned
3302 (Sept.) Broom Stick Bunny
3303 (Oct.) Rocket By Baby
3304 (Nov.) Tree Cornered Tweety
3305 (Dec) Heaven Scent
3306 (Jan.) Rabbitson Crusoe
3307 (Jan.) Too Hop To Handle
3308 (Mar.) Zoom And Bored
3309 (Apr.) The Hole Idea
3310 (May) Napoleon Bunny-Part
3311 (June) By Word of Mouse
3312 (July) Half Fare Hare

WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR) TWO-REELERS

3001 (Sept.) Where Winter Is King
3002 (Apr.) Gone Fishin'
3003 (May) Under The Little Big Top
3004 (July) Winter Paradise

WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR) (REISSUES) ONE-REEL

3501 (Nov.) Riviera Revelries
3502 (Feb.) Football Royal
3503 (Mar.) Rodeo Roundup
3504 (May) Art of Archery
3505 (June) Cowboy's Holiday

CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum words. No cuts or borders. **4 consecutive** insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (See "A-Man" CORNER on this page for Help and Situations Wanted advertising.)

BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO $3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

EQUIPMENT FOR SALE

NEW TRANSISTORIZED AMPLIFIERS, 32W output, $179.50; Simplex E-7 Mechanisms, excellent, $212.50; Rectifiers, 50 ampere, 220V, 3Ph, w/new 15A tubes, $147.50; Hertner Drivein Motor Generator, 200/300 Amperes, Controls, Ballasts, Likenu, $995.00. Everything in Booth Equipment. S.O.S., 387 Park Ave., South, New York 10016.

PROJECTORS, arc lamps, soundheads, 16&35mm portables, new spare parts. P. PIERUCCI, 23 Leroy St., New York, N. Y. 10014.

EQUIPMENT WANTED

SPOT CASH FOR RCA, SIMPLEX SOUNDHEADS, Amplifiers, Speakers, Century, Super-Simplex, Brenkert, DeVry, Simplex SP Projectors, Arclamps, Rectifiers, Generators. Consignments taken. Write or wire S.O.S., 387 Park Ave., South, New York 10016.

NEW EQUIPMENT

GLISTENING MASONITE MARQUEE LETTERS, interchangeable all makes. 4″-50c, 6″-65c, 8″-75c, 10″-90c, 12″-$1.05, 16″-$1.75, 17″-$2.00, 24″-$3.00. Non-sliding spring 10c additional. 10% discount 100 letters assorted or over $60.00 list. Free sample! S.O.S., 387 Park Ave., South, New York 10016.

BANISH TATTLETALE GRAY! Replace old screens with New Mattewhite, only 57c sq. ft.; Mattewhite Lenticular or Pearlglo, 89c sq. ft. S.OS., 387 Park Ave., South, New York 10016.

STUDIO AND PRODUCTION EQUIP.

RCA 35mm RECORDERS, $1500.00; Akeley Gyro Tripods, $195.00; 35mm Sound Cameras, lenses, magazines, motor, Western Electric modulator (Paramount News), worth $5,000.00, now $995.00; less modulator, $695.00. Movietone Sound Cameras, motor, magazines, less galvonometer, $995.00. Moviola 35mm Viewers, $189.50; Magnasync Recorders, $795.00; Twinhead Cinecolor Printer, worth $12,000.00, $1995.00; Houston 16/35mm Developing Machine, $2495.00. Bargain Bulletin "Photo News" describes other terrific values. S.O.S., 387 Park Ave., South, New York 10016.

SPEAKER CONES

DRIVE-IN SPEAKERS RECONED 90¢ EACH. All weather resistant material. Write for free sample. C & M RECONE COMPANY, 11 Witherspoon Street, Princeton, New Jersey.

THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY, INC., 100 Taylor Street, Nashville 8, Tennessee.

SPECIALISTS IN REBUILDING CHAIRS. Best workmanship, reasonable prices. Have men, will travel. Rebuilt theatre chairs for sale. NEVA BURN PRODUCTS CORP., 262 South St., N. Y. C.

WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you* are looking for a job . . . or IF you* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in theree consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers ite And it is completely FREE!

***A (WO) MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.**

THEATRE AND CONCESSIONS division manager available, over twenty years experience indoor and drive-in theatres. If you are interested in a hard worker and results, write **BOX A721**, c/o **M. P. EXHIBITOR**, 317 N. Broad St., Phila., Pa. 19107.

WANTED, projectionist-manager, permanent year round indoor position. Give all details in first letter and state salary expected. Write **Hal Lyon**, Franklin, Va., or phone **LO 2-4755**. (728)

FULLY EXPERIENCED indoor-outdoor Florida Theatre Manager-supervisor available August. Flair for advertising-promotion-exploitation. Good worker anxious to please. Accept down to earth salary. **BOX B728**, c/o **M. P. EXHIBITOR**, 319 N. Broad St., Phila., Pa. 19107.

ADVERTISING MAN, experienced, seeking position with small circuit, central or eastern Penna. Could supervise small group of theatres along with advertising duties. Presently employed. **BOX A714**, c/o **M. P. EXHIBITOR**, 317 N. Broad St., Phila., Pa. 19107.

DRIVE-IN MANAGER desires Arizona, Nevada, S. California or Utah location. Thoroughly experienced management field. Experienced exploitation, radio personality. Can make 'em go if you can pay. **LYLE C. YOUNG**, 328 N. Franklin Ave., Sioux Falls, S. D. ED 8-9824. (714)

PRESENTLY EMPLOYED city manager first run deluxe drive-in & indoor. Fifteen years experience all phases. Family man, late thirties. Wish to relocate, midwest. Prefer booking-buying, adv't.-promo. **BOX A728**, c/o **M.P. EXHIBITOR**, 317 N. Broad St., Phila., Pa. 19107.

Address all Correspondence to— ***The A—MAN Corner*** **Motion Picture Exhibitor 317 N. Broad St., Phila., Pa. 19107**

HANDY SUBSCRIPTION BLANK

Yes, start sending
MOTION PICTURE
EXHIBITOR

plus

Showmen's Trade Review

TO:

Name ....

Title ....

Address ....

....

....

....

◆ ◆ ◆

☐ Enclosed

☐ $2.00 for one year

☐ $3.50 for two years

☐ $5.00 for three years

(Outside Western Hemisphere)

☐ $5.00 one year

☐ $8.00 two years

☐ $11.00 three years

CLIP and MAIL TODAY TO
317 N. Broad St., Phila., Pa. 19107

$227,203

THE BIGGEST OPENING WEEK

in the 33-Year History of

RADIO CITY MUSIC HALL

METRO·GOLDWYN·MAYER & FILMWAYS'

the Sandpiper

AN ADULT LOVE STORY

BIGGEST OPENING DAY . . . $30,005

BIGGEST FRIDAY*	$31,917	BIGGEST MONDAY*	$31,1
BIGGEST SATURDAY*	$37,477	BIGGEST TUESDAY*	$30,7
BIGGEST FIRST 4 DAYS*	$134,293	BIGGEST WEDNESDAY*	$31,0

*NON-HOL

MOTION PICTURE
EXHIBITOR

AUGUST 4, 1965

Volume 74 Number 2

IN THREE SECTIONS • THIS IS SECTION ONE

Summer Boxoffice Sets Torrid Pace

(See Page 6)

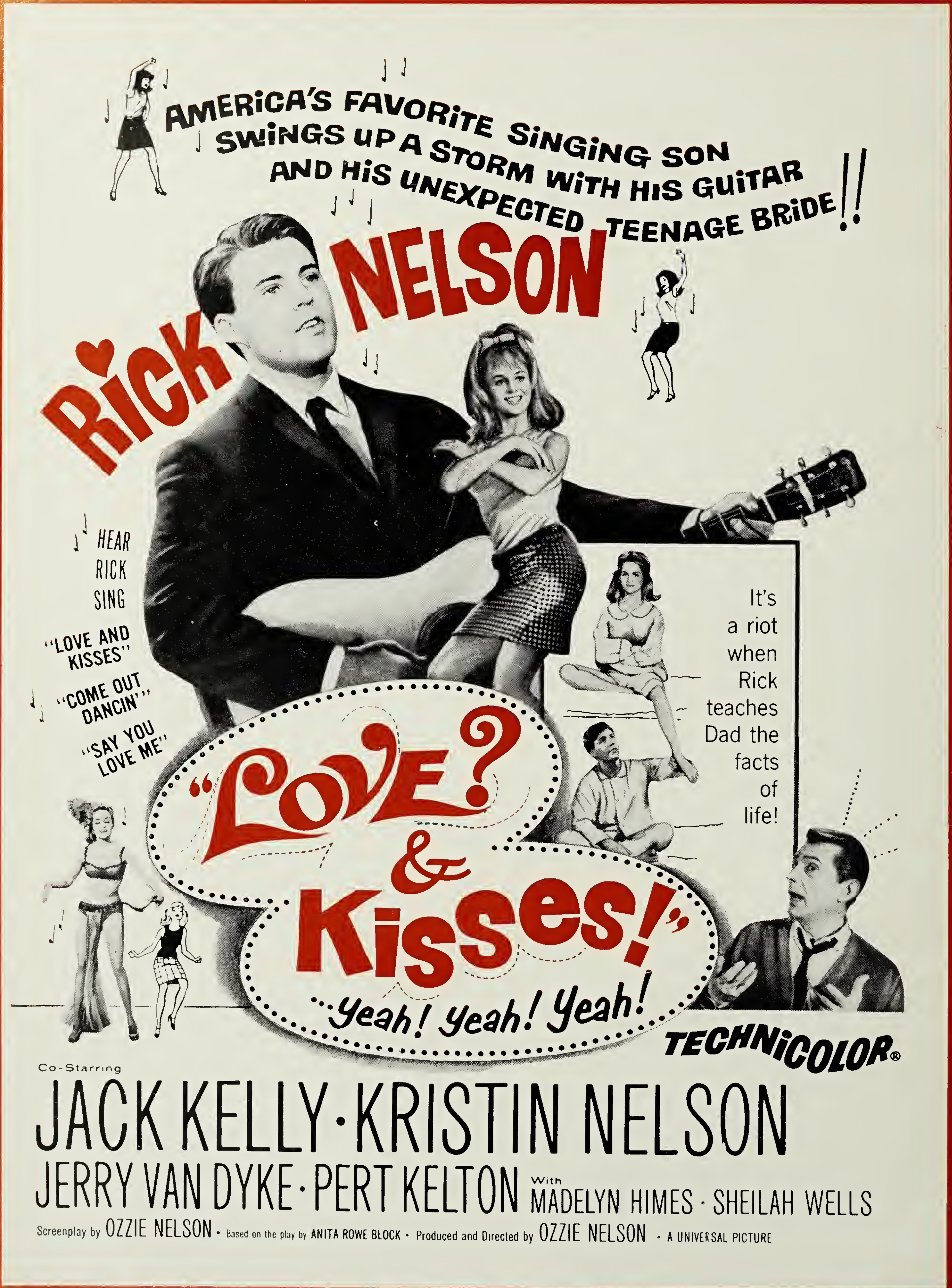
S.W. $50,000 Sweepstakes Set

(See Page 7)

Jim O'Gara, newly appointed vice-president and general sales manager for Seven Arts Pictures, will supervise the company's theatrical distribution for the U. S. and Canada.

CRITICS, CRITICISM AND CRUST . . .

see editorial—page 3



AMERICA'S FAVORITE SINGING SON SWINGS UP A STORM WITH HIS GUITAR AND HIS UNEXPECTED TEENAGE BRIDE!!

RICK NELSON

HEAR RICK SING
"LOVE AND KISSES"
"COME OUT DANCIN'"
"SAY YOU LOVE ME"

It's a riot when Rick teaches Dad the facts of life!

"LOVE? & Kisses!"
...yeah! yeah! yeah!

TECHNICOLOR®

Co-Starring

JACK KELLY · KRISTIN NELSON

JERRY VAN DYKE · PERT KELTON With MADELYN HIMES · SHEILAH WELLS

Screenplay by OZZIE NELSON · Based on the play by ANITA ROWE BLOCK · Produced and Directed by OZZIE NELSON · A UNIVERSAL PICTURE

A BOXOFFICE JOY, AN AUDIENCE DELIGHT
SET FOR PRE-RELEASE PREMIERE THROUGHOUT TEXAS AUGUST 5
DATE IT NOW, A SURE-FIRE HIT FOR THE YOUNG IN HEART.

The Trade Paper Read by Choice—Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019. West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.: Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecoff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: $2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, $5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WAlnut 2-1860.

Member Audit Bureau of Circulations

MOTION PICTURE
EXHIBITOR
Plus
SHOWMEN'S TRADE REVIEW

Volume 74 • No. 2 August 4, 1965 OUR 47th YEAR

CRITICISM, CRITICS, AND CRUST

Swatting flies with a shovel presents a strange mental picture. Maybe we all would secretly like to try the outrageous, once, but take our word for it, a fly swatter will do the job.

Certain "film critics," however, appear to have surrendered to the uncivilized urges that usually dissipate themselves in the quietude of private phantasy. What, we often ponder, is with these frustrated curmudgeons? Perhaps, as a prominent exhibitor said, they should be writing obituaries for they have a sense of humor as lively as a rigormortised cadaver.

Many motion pictures are rapped unmercifully by newspaper critics, and one would think that they would be irreparably damaged at the boxoffice as a result. No doubt, some of them are.

There are exceptions, however. There are many instances of newspaper critics being totally out of tune with the public's entertainment tastes. Currently rolling up sensational grosses in engagements throughout the country is United Artists' "WHAT'S NEW, PUSSYCAT?," which has been generally rapped by newspaper critics.

During a chance discussion with Bob Friedman, United Artists' Philadelphia manager of distribution, we queried him as to his views on why "PUSSYCAT," in the wake of a cool critical reception, was outgrossing a host of top features, many of them acclaimed by these same critics.

Here are some of his views: *"We all know that some very good pictures just don't do at the boxoffice, to the consternation of distributors and theatre owners. It probably won't be very long before the public is seeing these features on television.*

"On the other hand, the critics may well conclude that a picture is a stiff without convincing the public that they are right. The public seems to say to itself, 'I'm going to find out for myself.' Today we have a thinking public. We also have a public that wants the unusual."

Friedman's remarks make good sense. Certainly, producer Charles K. Feldman took quite a few calculated risks in the making of "PUSSYCAT." He signed a director, Clyde Donner, who to all intents and purposes was completely unknown; a writer, Woody Allen, whom no one ever heard of except as a cabaret entertainer, to prepare the screenplay and to co-star; and a composer, Burt Bachrach, who had never scored a picture. He signed Peter O'Toole, a dramatic actor taking his first crack at screen comedy, and popular Peter Sellers.

From all these offbeat elements, Feldman fashioned a really unusual entertainment, and the public appetite was aroused. The critics couldn't recognize what was happening, but the public could and did.

We can't help wondering why this industry goes to such pains to arrange private screenings for these critics. Maybe if they are compelled to visit the theatre with their readers more often, they would see things in a different light.

Distributors, it seems, are afraid to try this—perhaps out of a fear they will be clobbered even worse by these critics. Yet, when they release a comedy, they refuse to show it in a projection room to the trade. The same rules should apply to newspaper critics. Legitimate theatres never give advance showings.

Exhibitors have been burned many times by films that have received critical raves only to die at the boxoffice. The record shows that it is idiotic to expect consideration and fair treatment from certain critics. They act as if they had all the answers and were the unchallenged arbiters of the public taste. If this were true, Hollywood would welcome them at salaries they couldn't possibly earn as newspaper critics. They act, it appears, on the assumption that nasty remarks sell more newspapers than praise or truly constructive criticism.

But the public as a whole can't be brainwashed. Want proof? Just take a look at the boxoffice receipts for "PUSSYCAT."

Why should the motion picture industry be expected to act as whipping boy for newspapers and magazines that accept their advertising dollars with open arms while blasting their product time and time again? No other industry would stand for it.

What are we—a bunch of patsies?

LOTS OF THEATRES—WITH THE SAME PICTURES!

It is heartening to see some areas with a growing list of first class theatres, thanks to the expansive mood of the past few years. We wince, however, when we think of the lost business occasioned by saturation bookings that leave prospective patrons little, if any choice when it comes to picking a show.

How many patrons who otherwise would spend a night at the movies end up in their own living room looking at the "boob tube" because it seems every theatre is playing a picture they have already seen or wish to avoid?

We can make as much sense out of area showings as anyone, especially when some semblance of balance is preserved by booking one theatre in every area of a city, NOT every theatre in the area. A considerable amount of business loss is sustained each year by this bandwagon madness.

Why continue to deprive our customers of alternative selections? No other industry that serves such a mass market would try and get by with the "one model—one color" sales policies of the Twenties.

Yet, there's every reason to believe this practice will persist. After all, anything that doesn't make much business sense seems to find a place in the sun in this industry!

WANTED: 6,000 THEATRES!

Our Industry's top leaders saw amazing progress in research, healing, and teaching at their annual inspection of Will Rogers Hospital. All who helped may truly be proud.

HERE'S THE INDUSTRY'S GREATEST OPPORTUNITY TO CAPITALIZE IN PUBLIC RELATIONS ON ITS MOST EFFECTIVE PUBLIC SERVICE.

The only way this industry can supply the NEW needs of Will Rogers in 1965-66 is to raise MORE THAN A MILLION! It will take at least 6,000 theatres to do it.

DON'T LEAVE IT UP TO THE OTHER FELLOW! IT'S *YOUR* RESPONSIBILITY—AND YOUR BENEFIT—Pledge your participation in Audience Collections NOW, not merely for the free hospitalization for all in the Entertainment-Communications fields, but for the PUBLIC HEALTH SERVICE, and the pride and community respect Will Rogers brings to your theatre.

NOW is the time, when big pictures are playing. NOW is the time to start Audience Collections. If you haven't signed up yet, fill in the pledge, below, and MAIL TODAY.

MAIL THIS

TO WILL ROGERS MEMORIAL FUND, 1501 BROADWAY, N.Y. 10036

Add This to your list of 6,000 Theatres!

WE PLEDGE TO TAKE UP WILL ROGERS AUDIENCE COLLECTIONS
You can be sure the Appeal Trailer for our industry's WILL ROGERS HOSPITAL AND O'DONNELL MEMORIAL RESEARCH LABORATORIES will be shown in my theatre — and that I will take up Audience Collections for at least a full week, or extended run of a top picture during the current drive.

THEATRE ____________

STREET ____________

CITY ____________ STATE ____________

Important

FILL IN DATE YOU WANT TRAILER DELIVERED TO YOUR THEATRE(S)

____
STARTING DATE

EXCHANGE AREA

CIRCUIT

____
MANAGER'S NAME

NEWS CAPSULES

FILM FAMILY ALBUM

Arrivals

A son was born in New York Lying-In Hospital to **Mr. and Mrs. Arthur L. Liman**, of New York. Mrs. Liman is the former **Ellen Fogelson**, daughter of **Mr. and Mrs. David Fogelson.** Fogelson is general counsel for Stanley Warner Corporation and a senior member of the law firm of Schwartz and Frohlich.

Obituaries

J. Louie Boyer, 58, associated with the industry in New Orleans for 33 years, died at his New Orleans residence after a lengthy illness. He had been branch manager of National Screen Service for 28 years. He was a charter member of New Orleans Variety Club International. Survivors include his widow, one son, and two daughters.

Hal Burrows, for many years art director of MGM in the home office, died at the Manhasset Medical Center, Manhasset, L. I., after a lengthy illness. He retired in 1958 and had resided in Manhasset ever since. He leaves a widow, a son, a brother, and three sisters.

Mrs. Ida Dembow, wife of **Sam Dembow**, veteran film executive, died at her Larchmont home.

Tom Fortenberry, 50, Gulf States Theatres city manager in Bastrop, La., died of a heart attack. He joined Gulf States four years ago coming from Motion Picture Advertising Service, New Orleans.

Jeanne Sager, 49, wife of **Jerry Sager**, ad-publicity director, B. S. Moss Theatres, died after a lengthy illness in New York.

Lightstone Keynotes Meet

NEW YORK — The keynote speaker at Embassy Pictures' third national sales conference, executive vice-president Leonard Lightstone told the company's home office officials and sales representatives that each property on Embassy's carefully planned production schedule represents "a balance that cuts across every taste in motion picture entertainment."

The three films viewed during the week long meet in New York—"Casanova '70," "Darling" and "Village of the Giants"—are perfect examples of this balance, Lightstone said.

"Each picture has a uniquely different entertainment quality, which gives each of them a uniquely different merchandising quality," he stated. Moreover, he pointed out, these three films underscore the fact that Embassy "has one basic premise—and promise—to provide a balanced program of screen entertainment for our customers . . . further evidence of that total commitment to every kind of motion picture for every kind of audience!"

Lightstone also commented on such future releases as "The Tenth Victim," "The Tramplers," "The Oscar," "The Idol," and "Nevada Smith." The latter two films will be distributed domestically by Paramount.

FORMS FOR THIS PAGE CLOSED AT 5 P.M. ON MON., AUG. 2

Legislative Problems Studied By Mich. Allied

DETROIT—The Allied Theatres of Michigan August Bulletin's lead article, "Theatres and Taxes," by president Milton H. London, urges members to write a thank-you letter to Michigan's Congresswoman Martha W. Griffiths, who addressed the last National Allied convention, and who has been so instrumental in eliminating the national theatre tax.

He goes on to warn that "The Great Society" program means new ways of taxing must be found. That, in future, on the local level, there may be new efforts to impose admission taxes. "In future," he writes, "the exhibitor may well find himself burdened and harassed with more kinds of taxes, regulation, and oppressive legislation than he can possibly cope with."

The bulletin then focusses on the state legislature, presently recessed for the summer.

"The fall session," it states, "will supposedly be primarily concerned with 'fiscal reform.' Don't be fooled by the pleasant-sounding 'fiscal reform'; it means 'more taxes,' probably including state income tax."

Of some 2,000 bills introduced, eight pending are important to Allied members. One would have permitted cities and villages to levy specific non-property taxes, including admissions. Don R. Pears, a former exhibitor, now state representative, successfully introduced an amendment excluding theatres. (Allied members are asked to write him a "thank-you," too.)

Bills tabled or not reported out of committees are:

Bill No. 2745 to extend the state use tax of four percent to apply on any admission charge to a motion picture.

No. 3004 calls for daylight saving from April 1 to the last Sunday in October.

No. 612 hiking unemployment compensation was passed and signed by Governor George Romney.

No.'s 2833 and 2870 call for a minimum wage of $1.50 and time and a half after 40 hours.

Another act was passed so that compensation cost to employers will go up 30 percent.

Finally, there are five bills which affect taxes on concessionaires, some of which, it is felt, are extremely unfair.

It was recorded that the Michigan Public Service Commission has okayed a 15 percent increase in film delivery rates.

HOSANNA—HOSANNA!

IT FINALLY HAPPENED! Bosley Crowther, admittedly a capable gent reviewing pictures for the venerable New York Times, FINALLY saw a motion picture good enough to recommend to the paper's readers.

The picture?—"Ship Of Fools," which we hailed with such superlatives as "talent-loaded entertainment bonanza" — "electrifying performance" — and "brought to the screen in a beautiful fashion" in the May 19 issue of MOTION PICTURE EXHIBITOR.

We predicted that audiences would respond wholeheartedly to this magnificent drama, and that anyone who didn't truly "belonged on a 'Ship Of Fools.'"

Mr. Crowther concluded his review by saying, "It is a perpetually engrossing and thought-provoking film that he (Stanley Kramer) has aptly put down at this moment, and it eminently deserves to be seen."

Hosannas! Hallelujahs! Mazeltov!

JAY EMANUEL

BROADWAY GROSSES

"Ship" Sails Proudly

NEW YORK—Columbia's "Ship Of Fools" had a great opening week at the Victoria; MGM's "The Sandpiper" continued big at Radio City Music Hall; and the rest of the Broadway first runs, including the road-show engagements, continued at a fast summer clip. According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

"THE SANDPIPER" (MGM). Radio City Music Hall, with usual stage show, announced $121,528 for Thursday through Sunday, with the third week sure to top $205,000.

"THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES" (20th-Fox). DeMille stated the seventh week was $40,100.

"THE SOUND OF MUSIC" (20th-Fox). Rivoli claimed the 22nd week was $52,000.

"THE HALLELUJAH TRAIL" (United Artists). Loew's Capitol on road show policy, reported $23,000 for the fifth week.

"VON RYAN'S EXPRESS" (20th-Fox). Loew's State tallied $35,600 for the sixth week.

"WHAT'S NEW PUSSYCAT" (UA). Astor had $23,000 for the sixth week.

"SHIP OF FOOLS" (Columbia). Victoria, with the only opening in town, was very big with $47,000 for the first week.

"THE GREATEST STORY EVER TOLD" (UA). Warner Cinerama claimed $27,253 for the 24th week of reserved seat policy.

"MY FAIR LADY" (Warners). Criterion, with hard ticket policy, did $60,000 on the 41st week.

"HARLOW" (Paramount). RKO Palace claimed $30,000 for the second week.

Torrid Summer Biz Keeps Up

Upbeat Atmosphere Fired By Strong Summer Sessions; Prospects Good For All-Time Record Year At Boxoffice

NEW YORK—Sizzling summer boxoffice, paced by some of the strongest pictures in recent years, resulted in forecasts of an industrywide gross in excess of the all-time records set in the mid-Forties.

Leading the mid-summer returns were combined grosses racked up in mass market, multiple opening playoffs. Backing the outstanding success of "Sandpiper," "What's New Pussycat?," "Harlow," "Cat Ballou" and others, was the staying power of earlier hard ticket smashes of the current season including "Fair Lady," "Sound of Music" and "Mary Poppins."

Optimism that 1965 would see a national gross in excess of the $1.6 billion (itself a peak in the post-TV comeback period) forecast earlier this year appeared to be growing.

The following reports issued by major distributors during the past week indicate the torried pace set in July is expected to continue through the remainder of the summer:

"SANDPIPER" SUMMER BONANZA

MGM-Filmways' production of "The Sandpiper" is the summer's boxoffice bonanza for MGM, said the company. As more and more figures are reported, it is evident that the Martin Ransohoff production is reaching new heights in engagements throughout the country, surpassing "The Unsinkable Molly Brown," MGM's champion last year, as well as such other smash hits of past seasons as "The V.I.P.'s" "Butterfield 8," and "Night of the Iguana."

The romantic drama is registering astounding figures in multiple theatre breaks in Cleveland and Detroit. The six theatre Cleveland gross is $39,854 for five days, while the four theatre Detroit engagement has racked up $43,635 in the same period.

In other runs, five-day "Sandpiper" grosses are way ahead of "Molly Brown" figures. Typical comparisons include: Paramount Theatre and Center Drive-In, New Haven, "Sandpiper," $16,738; "Molly," $8,325; RKO Trent and Roosevelt Drive-In, Trenton, "Sandpiper," $19,450; "Molly," $17,225. Particularly impressive is the Chicago figures. In three days at the Chicago Theatre, "The Sandpiper" has taken in $28,402 as compared to "Molly's" week-long total of $19,672.

In addition to these nationwide figures, "The Sandpiper" has already set many new house records at New York's famed Radio City Music Hall.

"SOUND OF MUSIC" PHENOMENAL

"Phenomenal" describes the total domestic gross of $12,710,956 ammassed by Robert Wise's "The Sound of Music" in four-and-a-half months of release, according to Joseph M. Sugar, 20th Century-Fox vice-president in charge of domestic sales. Figure represents the cumulative business recorded as of July 18 in 71 United States and Canadian theatres since the World Premiere at the Rivoli Theatre here on March 2.

Sugar said the reserved-seat attraction is displaying "unbelievable staying power" in all of its engagements, with the subsequent weeks matching and frequently surpassing the initial week in 90 per cent of the theatres.

"This amazing box-office strength," Sugar added, "forecasts record runs in many of its engagements, with every indication that the film will continue indefinitely at its current remarkable pace."

"CASANOVA" TAKES OFF BIG

Joseph E. Levine's "Casanova '70," starring Marcello Mastroianni and Virna Lisi, has compiled a smash combined gross of $40,942 in its first six days at the Festival and Beekman Theatres in New York.

The Embassy Pictures release recorded $19,565 at the Festival, and $21,377 at the Beekman. It has also established a new boxoffice record at the Village Theatre in suburban Westwood Village, Los Angeles, grossing a sensational $20,534 in its first five days —almost $2,000 more than the theatre's record for a full week.

"HARLOW" FAST IN BIG CITY

"Harlow" grossed a sizzling $66,045 in its first five days at the RKO Palace and 58th Street Theatres in New York.

In its exclusive metropolitan area engagement, the Paramount Pictures release scored $36,599 at the Palace and $29,446 at the 58th Street, for the best business at these houses in the past several years.

"WHAT YOU DID" BIG BIZ

Universal's "I Saw What You Did," William Castle's suspense thriller starring Joan Crawford with John Ireland and Leif Erickson, rolled up $252,158 in its week in the 28 theatres in the Metropolitan New York area participating in Universal's Premiere showing

(*Continued on page 15*)

Five Divorced Circuits Nix New Consent Decree Changes

WASHINGTON, D. C.—A Department of Justice spokesman revealed that all responses received by the Department from the divorced circuits regarding the DJ's proposals for modification of the consent decrees with reference to theatre acquisitions have been in the negative.

The five divorced circuits are Stanley Warner, American Broadcasting - Paramount Theatres, now American Broadcasting Companies; Loew's, RKO, and National General Corporation.

The consensus was that the proposals "were giving us nothing" and were "trying to further tie our hands."

There appeared no intention to reopen any formal or even informal meetings or talks on the subject of modifications with newly named anti-trust division chief Donald F. Turner.

AFM Wins Rep. Suit

NEW YORK—The American Federation of Musicians won dismissal in Federal Court here of an action by Republic Productions and affiliated companies against officers and board members of the AFM and Col. Samuel R. Rosenbaum, an independent trustee of the Music Performance Trust Funds alleging violations of antitrust laws.

Republic Pictures, Republic Pictures Corporation, and Hollywood TV Service were denied treble damages against the AFM, which they claimed totaled some $6 millions. Labor agreements relating to the use of music sound track of the theatrical motion pictures on television and related television trust agreements, which Republic argued were illegal, were expressly validated by the court.

Under the decision, the counter claims of Rosenbaum against the plaintiffs for certain sums due the Music Performance Trust Funds were set for trial Nov. 8.

SW Increases Dividend; Cites Record Qtr. Profit

NEW YORK—Stanley Warner declared a quarterly dividend of 37½ cents per share, which is a 25 per cent increase over the 30 cents previously paid. This is at the annual rate of $1.50 as compared with $1.20 heretofore paid.

In a letter to stockholders, S. H. Fabian, president stated, "The board of directors voted this increase in the quarterly dividend in recognition of our record profits for both the quarter and nine months ended May 29, 1965 and the favorable outlook for Stanley Warner Corp."

As previously reported, the profit for the May 1965 quarter was 42 per cent over the profit for the corresponding quarter last year. The profit for the May 1965 quarter amounted to $1,538,000, equivalent to 75 cents per share on the outstanding common stock. Profit for the same quarter last year was $1,080,000, or 53 cents per share.

Operating profit for the nine months ended May 29, 1965 was $4,102,000, which is 34 per cent larger than the $3,053,900 earned during the corresponding period one year ago. The earnings for the nine months ended May 29, 1965 are equivalent to $2.00 per share on the outstanding common stock which compares with $1.49 for the same period last year.

Fabian stated, "I am confident that the earnings for the fourth quarter, which will end on August 28th will be higher than the 75 cent per share reported one year ago.

"As we now foresee business conditions there is every indication that Stanley Warner's profits for the fiscal year which will end on August 27, 1966 will be higher than those anticipated for 1965."

The dividend of 37½ cents per share is payable on August 25, 1965 to stockholders of record August 10, 1965.

SAG Members Vote Strike

HOLLYWOOD—The Screen Actors Guild membership, by a 94 per cent majority, voted in favor of authorizing the SAG board of directors to call a strike should contract negotiations with the Association of Motion Picture and Television Producers collapse. The current pact expired this week.

The key issue in the negotiating, according to the Guild, is the SAG request for a "fair share" for actors in the large amounts earned by theatrical features sold to teleivsion.

No Rush Anticipated In Schine Dispositions

ALBANY, N. Y.—Film industry men in this area read with great interest a local paper's report that a spokesman for Attorney Lawrence Wien and Real Estate Operator Herbert B. Hemlsey, purchasers of the vast Schine hotel-motel, theatre empire, expected six months will be required for the completion of title-taking.

Jasper F. Frand, vice-president of Helmsley-Spear, Inc., said the new owners were "in no hurry to make decisions." They "may sell, keep some, operate some, it all depends."

He estimated that "150 corporations are involved."

J. Myer Schine, board chairman of parent Schine Eenterprises, Inc., valued the total holdings at $150 million. While not revealing how much Messrs. Wien and Helmsley paid, he pointed out their "empire," including 102-story Empire State Building, New York, has been valued at $150 million.

Schines' held Radio Station WPTR, Albany; operated ten Eyck Hotel (which they owned for almost a decade) on a 21-year lease, with an option to repurchase the buiding from Kofman Family of Binghamton, N. Y.

At peak, the Schine Circuit conducted 140 theatres. Schine Brother's original movie house was Hippodrome, Gloversville. This was a nickelodeon which they opened after taking over an upstairs roller-skating rink in Fulton St., in that city. It is now the site of a synagogue-school, the land having been donated by Schine Family.

G. David and Richard C. Schine are Myer's sons active for some time in the organization's many interests. Donald G. Schine, son of late Louis W. Schine, is top man in Schine Circuit.

Myer Schine was quoted as saying "We will be in business (fields not specified). We hope to remain in Albany." He is 77.

Glen Alden 6 Mo. Report

NEW YORK—Albert A. List, chairman of the board, Glen Alden Corp., reported that income before non-operating items for the six months ended June 30, 1965 was $3,047,000. After a special charge of $334,000, the net income for the period totaled $2,713,000, representing 56 cents per share on 4,803,613 shares outstanding, with sales and revenues of $39,975,000.

For the first six months of 1964, excluding operations of a division disposed of at the end of 1964, the corporation reported income before special items of $2,886,000 and special income of $7,194,000 (primarily profit on sale of stock of American Hardware Corporation) for a total of $10,080,000 or $2.10 per share on 4,794,913 outstanding shares. Sales and revenues were $47,650,000.

Glen Alden's operations now consist of Glen Alden Coal Division, the nation's major producer of anthracite; RKO Theatres, a national chain of motion picture theatres; Swift Manufacturing Company, Opp and Micolas Cotton Mills, manufacturers of greige goods and special fabrics.

The company announced that it is purchasing 1,000,000 shares of the McKesson & Robbins common stock, tendered in response to its offer to purchase 1,000,000 or more shares. The balance of the 2,345,108 shares duly tendered pursuant to the offer, willl be promptly returned to the depositing stockholders on a pro rata basis.

Stanley Warner Launches $50,000 Sweepstakes For Top Showmanship

NEW YORK—Stanley Warner Theatres are launching a mammoth $50,000 advertising, exploitation and special merchandising drive with $50,000 in prize money to be distributed to the winning managers and district managers.

The drive is a salute to Si Fabian under the title of "The Presidential Sweepstakes," and will run for 12 months from September 1, 1965 to August 31, 1966.

The drive got underway at a meeting of zone advertising men with Harry Goldberg, advertising director for SW and was inaugurated by Nat D. Fellman, vice-president.

A minimum of 25 features will be selected as "Showmen's Choice" during the year and $2,000 in prize money will be awarded for each picture in the drive.

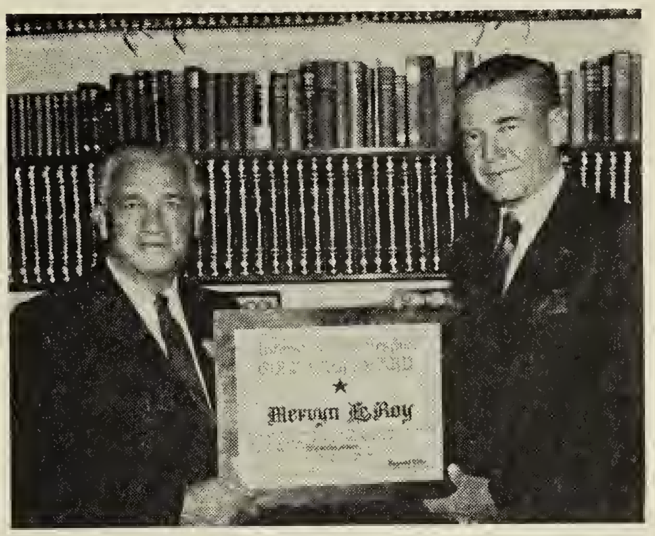
Fellman told the advertising men that the objective of the drive was to bring in more money for more pictures and to challenge the showmen in the field to use their ingenuity, resourcefulness and contacts to stimulate the boxoffice results for these selected pictures.

"We are not asking you to do the impossible," Fellman told the advertising men. "We believe, and so do the distributors, that throughout the year many pictures do not reach their maximum possible gross. We have, in the men operating our theatres, a reservoir of showmanship which can do the job and we are convinced that this continuous incentive provided by a year's specialization in pictures, which can earn more money from specialized selling, should give us and the producers and distributors the results to which these chosen pictures are entitled.

"The success of the drive will be enhanced by constructive cooperation between us and the distributors. To assure effective team work and thorough coverage of every possible money angle in handling these features, there will be frequent meetings of our advertising men and the advertising experts of the distributors will participate. We expect to learn much from each other to our mutual benefit.

"Within a few days we will announce the names of the cooperating distributors and the first group of pictures which will be available for The Presidential Sweepstakes."

The advertising men present at the meeting were: Paul Blumer, Pittsburgh; Conley Cox, Dallas; Frank LaFalce, Washington; Harry Mintz, Milwaukee; Roy Robbins, Philadelphia; Budd Schulberg, Pittsburgh; Al Swett, New Haven and Tony Williams, Newark.



Raymond Willie, right, vice-president and general manager of the Texas based Interstate Theatre Circuit, presents Universal-director Mervyn LeRoy with the circuit's "Gold Star Award" for his "outstanding contributions to the motion picture industry and in commemoration of his 75th motion picture, "Moment To Moment."

LeRoy Gets Interstate's Gold Star Citation

NEW YORK — Mervyn LeRoy has been awarded Interstate Theatres' coveted Gold Star Award for his "outstanding contributions to the motion picture industry and in commemoration of his 75th motion picture, 'Moment to Moment'," it was announced by Raymond Willie, vice-president and general manager of the giant Texas theatre circuit.

Willie, on behalf of motion picture theatre patrons and exhibitors, presented the producer-director with a plaque reading "Mervyn LeRoy — for his great artistry and talent which has contributed immeasurably toward the development of the motion picture industry and in commemoration of his 75th picture, 'Moment to Moment'."

Among LeRoy's long list of outstanding films are such hits as "Quo Vadis," "The Wizard Of Oz," "Waterloo Bridge," "Thirty Seconds Over Tokyo," "Random Harvest," "I Am A Fugitive From A Chain Gang," "Madame Curie," "Oil For The Lamps Of China," "Anthony Adverse," "Tugboat Annie," "Little Caesar," "Five Star Final," "Little Women," "Mister Roberts," "The F.B.I. Story" and "No Time For Sargents."

LeRoy currently is editing "Moment To Moment," which will be released by Universal.

Buffalo D-I's For Rogers

BUFFALO—Sidney Cohen, president, Allied Theatres of New York State, reports that all Drive-Ins in the Buffalo exchange area have signed to take up audience collections for Will Rogers, with collections beginning immediately.

National campaign chairman, Morris E. Lefko, MGM vice-president and general sales manager noted the quick action of the upstate Drive-Ins by offering "Our compliments to the fine job done by Sidney Cohen. If all the other areas get on the ball with the same enthusiasm as that shown by our friends in Buffalo, the success of Will Rogers 1965-66 Drive is reasonably assured."

N. Y. Variety Ball Prizes

NEW YORK—Lee Koken, coordinator of the forthcoming Celebrity Ball sponsored by the New York Variety Club, Tent 35, to be held on November 12th at the Americana Hotel, announced the setting of a number of major prizes for lucky subscription ticket holders.

First prize will be fully-paid, round-trip transportation for two to Rome, Paris, and London via Pan-American Airways. Ten shares of American Telephone and Telegraph stock have been donated by Harry Brandt as one of the top prizes. These will be supplemented by a color television set, gift certificates, radios, electrical appliances, watches, etc.

Construction, Boxoffice Headed For Record Peaks In 1965-1966

Special To MP Exhibitor

HOLLYWOOD—The sweet smell of success is permeating the pall of gloom that has been hovering over movieland since television poked its unwelcome head into the box offices. In the ranks of exhibitors only, the most chronic of pessimists disagree with the firm belief that everything's coming up roses. And the rose-minded majority has good reason for optimism. For instance:

Loew's Theatres Inc. announces it will open 30 new houses within the next 18 months and increase the total size of its circuit by 50 per cent.

The other week, National General Corp. unveiled plans to add 100 new showplaces to its present 220-theatre chain through a three-year expansion program to cost $50 million. Of this investment, $15 million will represent NGC's contribution in furnishings and equipment. The remaining $35 million will be borne by the developers building the new theatres.

Eugene Klein, president of NGC, told MOTION PICTURE EXHIBITOR:

KLEIN

"Two years ago, when we announced that we were going to build 50 more theatres, people said: 'They'll never do it.' But we're doing it. This year we'll put 20 to 25 new theatres into operation."

Klein is a former used car dealer who put his profits into NG and then joined the ailing company to bail it out of a financial quagmire. Since then, the dynamic Klein has turned an annual loss of $6 million into a net profit, most recently, of $3 million—a healthy $9 million turnaround.

What meat doth this our Caesar eat to grow so strong?

Klein has managed it in several different ways. For one, by putting new theatres where the people are instead of where they used to be—in the shopping centers instead of the city centers. He's dolled-up, speeded-up and enlarged the refreshment stands. Popcorn now is just an entree (though NG operates the country's second largest popcorn works in nearby Culver City).

Klein's exhibition policy is something for everybody, with considerably more hand-tailoring of feature bills for theatres ranging from art houses to the glittering downtown cinema citadels. Once there was a standard booking formula: "one hotshot, one bomb." Under Klein's aegis that policy is just a memory and the "B" picture virtually is extinct. More often than not, the second feature is an "A" picture in re-release.

"Something that is helping us a lot," Klein said, "are movies in the air. People see them on airplanes and realize it's nice to see a movie again."

From those halcyon days immediately following World War II and BT (before television) when well over 70 million people a week went to the movies, attendance plunged with a sickening thud to something like an average of 35 million. But while nobody seemed to be looking, a bearish Hollywood turned bullish and the average weekly attendance has crept back to approximately 45 million customers. That this increase will continue is reflected in the expansion plans of such hard-headed exhibition circuits as Loew's and NGT.

But most impressive is that the money paid into the boxoffice in 1965 most probably, at present rates, will come to more than any year in history. Repeat, *in history.* This means that American boxoffices will do better than the roughly $1.6 billion from the peak years of the mid-40's. Inflation, reflected in higher ticket prices, contributes heavily to the current figures. But inflation by no means is the entire story. It is true that fewer pictures are being shown, but they are enjoying longer first-runs at top prices.

The classic current example is "Goldfinger," which has earned more money and been seen by more people in a shorter time than any picture in history. So when a flicker clicks, it clicks BIG.

For a long time, exhibitors have been wailing over the shortage of product. They want more pictures. Apparently the Hollywood producers are reading them loud and clear. Production is up. A recent analysis, by people who study such things on the basis of studio production reports, estimated that some 231 pictures will go into distribution this year; 28 more than in 1964 and 66 more than in 1963.

A veteran exhibitor told us he can't remember a time in years when there had been quite so many top quality and highly successful movies in release simultaneously as the present moment. Such solid moneymakers as "Tom Jones," "Mary Poppins," the James Bonds, "Sound of Music," "My Fair Lady" and the new succession of epic films.

Hollywood, it would seem, is undergoing a brighter, fresher climate of movie-going and those orange-scented sweet breezes are rustling the dollar bills.

Art Theatre License Suit Ends In Concessions

SPRINGFIELD, MASS.—Mayor Charles V. Ryan, Jr. and Art Theatre Guild Inc., owner of Cinema X, Springfield art first-run, have settled a court suit over the city's refusal to grant a theatre license.

Counsel for Ryan has agreed to grant the Cinema X a license and Art Theatre Guild Inc., in turn, said it would not show two films (titles not disclosed) considered objectionable by Ryan.

Art Theatre Guild Inc. brought a Massachusetts Superior Court suit contending that the mayor's refusal to grant a license constituted "a prior restraint of the freedom and rights of the petitioners" protected by the 1st and 14th Amendments to the U. S. Constitution.

Jackter From Midwest Tour

NEW YORK—Rube Jackter, Columbia Pictures vice-president and general sales manager, returned to the home office following an extensive 10-day sales tour of the midwest.

Gov. Rockefeller Vetoes Second Wage Hike Bill

ALBANY, N. Y.—Exhibitors greeted with unfeigned enthusiasm the news that Gov. Nelson A. Rockefeller had, for the second time in recent months, vetoed a bill increasing the state minimum wage rate from $1.25 to $1.50 an hour.

Faced by serious competition from television and other diversified forms of entertainment-sports, exhibitors have opposed measures to hike the minimum scale, both for New York City and for the entire state.

Metropolitan Motion Picture Theatre Owners Association, through its executive director, D. John Phillips, waged a strong fight to defeat a 1962 proposal, advocated by the Governor to advance the wage floor from $1 to $1.15, effective Oct. 15, 1962, and to $1.25, effective Oct. 15, 1964—unless ushers, cashiers, doormen and matrons were excluded from its scope. The effort failed, as did another to win approval by the Legislature of a bill specifically exempting motion picture theatre employees.

A state-wide exhibitors' committee was then formed to combat increasing the minimum wage at public hearings held in New York City and Syracuse by a nine-member minimum wage study board appointed by State Labor Commissioner Martin P. Catherwood.

Emmanuel Frisch was the chief speaker for the exhibitors' unit at the New York session. Attorney Leonard L. Rosenthal, of Albany, Allied Theatres of New York vice-president, delivered the principal argument in Syracuse.

When this attempt went aground, an appeal was made to Dr. Catherwood. Although he "sympathized" with the exhibitors caught in a squeeze, he could not over-rule the study board. MMPTA has continued its drive against minimum wage increases, since then.

Miller-Medallion Pact

NEW YORK—Murray J. King, president Miller International Corp. and Ben R. Schrift, president Medallion Pictures Corp., have formed an association whereby a number of feature films will be produced jointly. This was announced officially here at a cocktail party for the press at the St. Moritz Hotel.

Miller, long identified with Broadway, who recently received the "Tony" for his work and devotion to theatres in this country, has entered motion pictures as a principal, according to William J. O'Brien his representative. This is a new area for Miller, identified in the past with "Edward My Son," "Witness for the Prosecution," "Gigi" and others.

A new Virni Lisi film, "The Doll That Took The Town," is the first feature for Medallion release in the U. S.

Three other features are also being launched within the next three months, including "Lipstick," starring a 13 year old girl, Laura Vivaldi; "The Amorous Mr. Prawn," starring Ian Carmichael and Joan Greenwood; and "Bad Girls Don't Cry," starring Elsa Martinelli.

'Wild Weekend' In N. Y.

NEW YORK—Warner Bros.' "Having a Wild Weekend," starring the Dave Clark Five in their feature film debut, will open in New York, August 18, at more than 100 leading community theatres throughout the metropolitan area.

N.Y.-N.J. Allied Units Begin Annual Meet

KIAMESHA LAKE, N. Y.—A special preview of an important new film by a major company was set for the Allied Theatres of New York State and Allied Theatre Owners of New Jersey's combined conventions underway here at the Concord Hotel.

Two open meetings set for Tuesday and Wednesday afternoons (Aug. 3-4) were oriented towards problems facing the exhibitor today. Sidney J. Cohen, president of the New York state unit, presided over the opening session yesterday. Wilbur Snaper, former president of Allied States Association of Motion Picture Exhibitors, and Irving Dollinger, chairman of the board of the New Jersey unit, joined as co-speakers.

Today's (Wednesday's) session was to stress "business building" activities. Speakers lined up for the delegates were Arthur Manson, executive assistant to Jonas Rosenfield, Jr., vice-president and director of advertising, publicity, and exploitation for 20th Century-Fox. Also scheduled for the meet, to give exhibitors ideas to reap more profits, were Milton London, national director of Allied, and Mel Gold, general manager of National Screen Service.

Howard Herman, president of the New Jersey unit was to preside.

Also scheduled was a closed meeting for members of the New Jersey unit at which election of officers for the coming year would be held.

United Artists' vice-president, James R. Velde, is guest of honor for the organizations' annual conventions. Velde was to receive a special award for his contributions to exhibition and the industry in general. Sidney J. Cohen was to present Velde with this award at the convention's culminating banquet at the Concord. More than 500 representatives of exhibition and distribution were expected to attend.

In announcing the award to Velde, Cohen stated "Velde was the first film company sales head to come out with a statement against blind bidding, and for this, he deserves the thanks of all exhibitors for his help in eliminating this undesirable practice."

VCI Helps Lagos Children

LONDON — Jim Carreras, International Chief Barker of the Variety Clubs International, now attending Variety meetings in America, announced here that the children's charity organization has undertaken to donate a substantial sum of money for the provision of a swimming pool for the Pacelli School For the Blind, Surulere, Lagos, Nigeria.

The School is a voluntary agency under the care of the Sisters of Charity, St. Agnes Convent, in Dublin, and the appeal was made to Variety by Rick Bourke, past Chief Barker of the Variety Club of Ireland.

This new benefaction follows the donation of three special coaches to handicapped children in Israel, and marks a further extension by Variety into the field of world charity.

N. Y. Break For "Katie"

NEW YORK—Hal Wallis' outdoor adventure western "The Sons of Katie Elder," starring John Wayne, Dean Martin and Martha Hyer, opened here at selected RKO theatres and more than 100 additional neighborhood houses throughout the New York metropolitan area.

UA Goes All-Out To Spark "Billie" With Intensive Branch Activity

NEW YORK—"Billie" Day has proven to be a sensation in all 35 United Artists branches in the United States and Canada, with invited exhibitors expressing tremendous enthusiasm for the unique showman-oriented campaign which has been designed to kick-off the new Chrislaw Production starring Patty Duke.

The "Billie" Day festivities in Los Angeles were sparked by the presence of Patty Duke along with her producer-director, Don Weis, Milton Ebbins, who is in charge of the production, and Peter Lawford, head of Chrislaw Productions.

The celebrity quartet met with the attending Los Angeles exhibitors and discussed various facets of the film's production and promotional plans now being formulated for the picture's release.

In New York, the "Billie" Day activities were presided over by United Artists vice-president James R. Velde, who welcomed the area exhibitors and promised them an "unexpected surprise on film" that would prove to be "an even better surprise at the box-office." Metropolitan division manager John Turner then presided over the remaining presentation.

In Boston, Mayor John F. Collins helped call city-wide attention to the "Billie" sales promotion there by officially declaring Tuesday, July 27, as "Billie" Day for the entire population of the city. In his decree the Honorable Mayor Collins cited the UA release as part of the city's "encouragement of wholesome entertainment."

Further emphasizing the importance and meaning of "Billie" Day, UA's top sales executives made their way "into the field" to participate in local level activities throughout the domestic area. Southern division manager Eugene Jacobs was in New Orleans, central division manager Al Glaubinger was in Cleveland, western division manager Carl Olson was in Des Moines and eastern and Canadian division manager Eugene Tunick was in Washington, D. C.

All 35 of UA's branches in the U. S. and Canada held day-long seminars on "Billie" for all local and area exhibitors. The highlight of these conferences were the showing of a specially-created eight-minute exhibitor short in color which demonstrated the film's "Total Entertainment" for the gathered showmen.

For the occasion, all U. S. and Canadian branch offices were colorfully decorated with "Billie" posters, flags, streamers and other valuable selling tools which the exhibitor in turn will be able to utilize in his own situation for promoting the motion picture.

Special emphasis also was placed on the film's soundtrack album which was played for the attending exhibitors. This album, on United Artists Records, will also serve to further the singing career of Patty Duke. The "Billie" album will be the subject of a major sales drive by UA Records.

Exhibitors, buyers and bookers attending the "Billie" Day festivities were also given selling kits including both color and black-and-white photographs, valances, posters, programs for theatre distribution, color transparencies, streamers, copy prints of the film's ad campaign, the albums and 45 rpm versions of the "Billie" music and sample radio spots prepared to back the film's openings.

Following his appearance at the Copacobana Nightclub in New York, AIP star Frankie Avalon joined his fellow American International Pictures' actors, who were in town to bally "How To Stuff A Wild Bikini." The "Starburst of Youth" personalities are, left to right, Sue Hamilton, Salli Sachse, Bobbi Shaw, Aron Kincaid, Patti Chandler, Mary Hughes, Ed Garner, and Jo Collins.

Technicolor Dips Slightly; Sees Gain For Full Year

BEVERLY HILLS—Technicolor, Inc. and its wholly owned subsidiaries earned $2,185,987 on 3,326,133 shares outstanding for the first 26 weeks of 1965, compared to $2,383,926 on 3,152,688 shares for the same period for 1964, it was announced here by Melvin H. Jacobs, president.

Earnings per share were 66 cents for the first 26 weeks of 1965 as compared to 76 cents per share for the same period of 1964. Consolidated net sales for the period were $47,886,745 as compared with $50,379,643 for 1964.

Jacobs stated that sales and earnings of the film processing divisions of the company increased in the first half of 1965 as compared to the first half of 1964, but this was offset by a decrease in the sales and earnings of the incentive merchandising divisions and the cost of the expanded activities of the Systems Research Division.

However, orders now on the books of the Marshall Burns and the Creative Merchandising Divisions indicate a material improvement may be expected during the remainder of the year, and it is anticipated that the consolidated net income for the year 1965 should exceed that for 1964.

Para. Sets 7 For Sept.

NEW YORK—Paramount has scheduled seven releases for September. They are "The Skull" with Christopher Lee and Peter Cushing; "Seven Slaves Against The World" and "Revenge Of The Gladiators"; and the reissues of Dean Martin and Jerry Lewis in "Pardners" and "Living It Up"; and two of Audrey Hepburn's films, "Breakfast At Tiffany's and "Sabrina."

Blind Bidding Probe Underway J.D. Tells Allied's Armstrong

DETROIT—Official confirmation that blind bidding is currently under investigation and study by the Department of Justice has been received by Allied from Assistant Attorney General Donald F. Turner and Justice Department Attorney Maurice Silverman.

The information was revealed in replies to the following letter which was sent by Allied president Jack Armstrong to Assistant Attorney General Donald F. Turner last month when he succeeded William H. Orrick, Jr. as chief of the Antitrust Division:

"We respectfully wish to take this means and this opportunity to make known to you our association's views on the broad aspects of possible revisions in the judgments entered in United States v Paramount Pictures Inc., et al. We strongly feel that there are important matters adversely affecting the public interest which should be the basis of amendment to the decrees in question.

"Despite the condemnation of competitive bidding as set forth in the opinion of the Supreme Court in this case, the defendant film companies are subverting the entire purpose and intent of the judgments under the guise of 'bidding' procedures which they have imposed upon theatre exhibition. We are confident that investigation by the Department of Justice would uncover widespread violation of the Consent Decrees or of the Sherman and Clayton Acts. A few of the more flagrant abuses which are now prevalent are as follows:

1. Admission price-fixing by the film distributor as a prerequisite to licensing.
2. Required competitive bidding between theatres not in substantial competition as a device for granting clearance "unduly extended as to area (and) duration."
3. Required competitive bidding between theatres that are in competitive areas but where no bidding has been requested by any exhibitor.
4. "Blind" bidding which requires the theatre to contract for the motion picture sight unseen and without an opportunity for the exhibitor to determine whether or not the picture is suitable for his particular theatre or acceptable to his customers and community.
5. Imposition of confiscatory terms and extended playing-time so that small theatres cannot afford to play certain pictures and the public cannot see these pictures without paying too much or travelling too far. This policy will eventually close many small theatres.
6. Conspiracies to repress motion picture reviews in trade publications until after the due date for compulsory bids on the picture. This places the local theatre owner at a serious competitive disadvantage and favors the large theatre circuit which can obtain necessary information on the picture and its potential from other, more direct sources. This is also detrimental to the public interest by replacing business judgment and acumen in the selection of motion picture entertainment with "blind luck."

We humbly petition that the Department of Justice recommend to the Court that the judgments entered in the Paramount case be modified to prohibit and restrain the major film companies from continuing the vicious, destructive, abusive practices which they are using to circumvent the intent and purpose of the Court's decrees and the nation's laws.

Your sympathetic understanding and the co-operation of the Department of Justice are necesssary to achieve the immediate relief that is so urgently needed by the theatres and the public. May we have an expression of your views and intentions in this matter?"

Buchanan Returns To WB

NEW YORK—Tom Buchanan, who headed the Warner Bros. trailer department for several years, is rejoining the company in the same position.

Buchanan moves over from the trailer department at Columbia Pictures, where Bob Quinn will replace him.

Buchanan, who came to the Burbank lot from the Warner home office, left the company in May 1964. Quinn was Warner's studio exploitation manager until promoted to trailer supervisor there two years ago.

N. Y., N. J. Allied Name Murray Showman Of Year

NEW YORK—K. Gordon Murray has helped theatres with two big problems. The first is to alleviate criticism that there were no pictures for children. The second, what he refers to as theatre utilization, so a theatre can do tremendous business at a time when it would normally be closed or patronage would be at a minimum. Because of his success in both of these areas, New York and New Jersey Allied Theatre Owners have selected Murray as their "Showman Of The Year."

Murray co-produced a movie called "SANTA CLAUS." He released this picture for the moppet audience on Saturday and Sunday matinees with a one price admission policy for all, and saturated with more television advertising than many of the bigger general release pictures. More businesss on the Saturday and Sunday matinee and soaring concession grosses were recorded.

Murray has since followed through with two or three releases each year of well-known fairy tale subjects. He will receive the Showman award at a banquet at the Concord Hotel, Kiamesha, N. Y., on Wed., Aug. 4th.

Campaign Prizes Set For Will Rogers Reps

NEW YORK—Prizes are being offered this year for the first time to Will Rogers field press representatives for best campaigns in the 1965-66 fund-raising drive. Two winning field men will be selected to spend a weekend at Saranac Lake, including a visit to the hospital and research laboratories.

The prize offer, which will include the winner and his wife, was announced here by Si Seadler, national publicity chairman, together with the complete list of Will Rogers field men.

The contest ends on March 31, 1966 and will be judged by a panel of Will Rogers Committee executives. Announcement of the winners will be made at next spring's annual meeting at Saranac Lake.

Contest entries should be sent to Will Rogers Hospital National Office, 1501 Broadway, New York.

Said Seadler: "The job of raising more than a million dollars presents just as much of a challenge as promoting a big attraction. Field men are in a strategic position to help. They can convince exhibitors who have not yet sent in their pledges, of the importance of singing up for audience collections and can impress upon them the public relations value of year 'round theatre identification with the industry's great Will Rogers project."

Publicity kits are now being sent to area distribution and exhibition chairmen, regional chairmen, advertising, publicity and exploitation representatives of theatre circuits and theatres throughout America, as well as to the field press representatives.

In a letter accompanying the kit, Seadler urged all concerned "to bring our story to the people, to show the community that the film industry has another side, a great humanitarian side."

Will Rogers field representatives for this year's drive and the cities they cover are (cities in parentheses indicate their base offices): Columbia Pictures—Bill Lewis, Dallas; John Markle, Boston; Sammy Siegel, Portland (San Francisco). MGM Pictures—Judson Moses covering Denver, Oklahoma City (Dallas): John Calhoun, Jacksonville (Atlanta); Norman Pader, New Haven (New York); Kal Bruss, Detroit, Phil Brochstein, Milwaukee (Chicago); Jim Sheahan, Memphis (Washington, D. C.). Paramount—Dick Taylor, Indianapolis, (Chicago); Henry Ehrlich, covering Los Angeles and Seattle (Los Angeles). 20th Century-Fox, Charlie Funk, Buffalo; Manny Pearson, Cleveland; Pat Dwyer, St. Louis; Ralph Buring, Charlotte (Atlanta); Sal Gordon, Minneapolis (Chicago); Chick Evans, Des Moines (Kansas City). Universal—Ben Katz, Chicago; Mike Vogel, San Francisco; David Polland, Washington, D. C. United Artists—Bom Ramey, Pittsburgh (Cincinnati); Bernie Evans covering Omaha and Kansas City (Kansas City); Peter Bayes, Salt Lake City, (Denver). Warner Brothers—J. D. Woodard, covering Atlanta and New Orleans (Atlanta); Irving Blumberg, Philadelphia, Floyd Fitzimmons, Albany (Boston).

The WILL ROGERS HONOR ROLL of CIRCUITS

CIRCUITS PLEDGED

Week ending July 23, 1965

Schine, Pearlman & Kaufman, R.K.O., Brotman & Sherman, Chakeres, Community Thrs., Matson, Rowley United, Fla. State, Prudential, Randforce, Skouras, Brandt, Loew's, Cinema, B. S. Moss, Reade-Sterling, Rugoff, Atlantic, Acme, S. Leff, Thornton, S. Warner, Milgrim, Chertcoff, Wilson, Interboro, Slotnick, Upstate.

FCC Hears CATV Argued By Pro And Con Parties

WASHINGTON, D. C.—At hearings of the Federal Communications Commission the NAB and National Community Television Association, spokesmen for community antenna systems cited the communications act, court decisions, congressional intent and past decisions of the FCC itself, to contend that the FCC has the legal power to regulate CATV systems and must use it. NCTA's argument was that the FCC does not have this power at all, and should not use it.

NCTA said the CATV systems are merely devices to improve reception, not originating stations, and therefore should not have to clear with copyright owners, or even with originating TV stations. NAB argued that the CATV are bringing and are threatening to bring programs from distant TV stations to destroy local stations, and that they should be forced to clear both with originating stations and copyright owners.

CBS, ABC and NBC told the FCC that CATV "feeds parasitically on the very system which it may be threatening," adding that "if the Federal Government raises a protective wall in behalf of broadcasting, not only broadcasting's vitality, but its freedom will be eroded—to protect one group of businesses against the competition of another group."

While the three networks had different ideas about whether and how much CATV systems should be federally regulated, they all agreed with Westinghouse Broadcasting that these systems be prevented from becoming back doors to Pay-TV.

Seadler Chairs VC Lunch

NEW YORK—Si Seadler, director of special projects for Metro-Goldwyn-Mayer, was named luncheon chairman of the forthcoming general membership luncheon to be held on August 31st at the Hotel Astor by the New York Variety Club, Tent #35.

SUMMER BIZ

(Continued from page 6)

of the film and an additional $132,000 in the 26 theatres in New Jersey and Eastern Long Island which played the picture simultaneously for a total of close to $385,000.

In a week in a seven theatre multiple first-run engagement in Kansas City, "I Saw What You Did" drew a big $35,950 while in a six theatre multiple first run engagement in Cincinnati, the picture showed an impresssive $24,750.

"KNACK" RACKS UP B.O.

"The Knack . . . and how to get it" has grossed a sensational $20,091 for the fourth week of its American Permiere engagement at the Plaza Theatre in New York.

The United Artists-Lopert release, which topped the former all-time house record at the 500-seat theatre for all three of its first weeks, continues its hot boxoffice pace at the East Side theatre where it is now in the fifth week of its exceptional run.

Playoff of additional product, both hard ticket and soft, has also yielded encouraging boxoffice. Such currents as "Those Magnificent Men In Their Flying Machines," "Lord Jim," "The Hallelujah Trail," "Von Ryan's Express," "The Greatest Story Ever Told" and "The Sons Of Katie Elder" and others have given exhibitors boxoffice ammunition unequalled in many a year.

The NEW YORK Scene

By Mel Konecoff

THE PUBLICITY GANG AT UNIVERSAL INVITED US TO TAKE A BUS RIDE WITH Joan Crawford and teen age starlets Andi Garrett and Sarah Lane, all of whom appear in Bill Castle's latest thriller, "I Saw What You Did." The tour was part of a three-day stand of personal appearances in 15 metropolitan area theatres over a weekend sendoff for the film. We did the bus bit before with other stars so we decided to beat them out to the first house on the schedule, the Wantagh in Wantagh, Long Island, and get some of the reaction as a member of the public.

This gave us a chance to spend a bit of time with Ken Prentiss, the efficient manager of the theatres, who had the house well-filled, exterior and interior preparations all set, etc.

There were a couple of private police guards sent on ahead and these boys were hoping for a break in the routine so that they could get something to eat. They recalled with a certain fondness other star tours and were pleased at the way this one came off, since the crowds were orderly and they had little to do.

Photographer Henry Rapisarda was another early comer, working out all kinds of shots for the big moment when the busload of celebrities finally did show.

When we asked one of Nassau County's finest how he felt about this kind of thing, he shrugged it off as another item in his routine. He was more concerned with the traffic problems that might be created than with the stars or who they might be. The last film he saw with Joan Crawford was "What Ever Happened To Baby Jane?"

He thought it was okay, but subscribed to the theory that if you've seen one horror film, you've seen them all. Youngsters from the area and patrons gathered outside the theatre and in the lobby awaiting the stars' arrival were pleased with the thought of having the celebrities in their community.

When the bannered bus finally arrived, more guards poured off first to make sure everything was peaceful, followed by Phil Gerard, Universal's eastern advertising and publicity director and Herman Kass, national executive in charge of exploitation, and after them came the screen personalities. Through the lobby and down the aisle swept the entourage and after a few minutes backstage, they were introduced by disc jockey Fred Robbins.

Crawford and the girls had a cute routine worked out and the audience loved the patter and bits of by-play between Crawford and the audience and between Crawford and the girls. The whole appearance probably took about ten minutes, and they were off to the next house on the schedule while the audience awaited the film with anticipation and a unique closeness engendered by the in-person appearances.

As the bus pulled away, the sun was already sinking in the west, but the evening was just getting started for the misses Crawford, Garrett and Lane and for the messers Gerard, Kass and Robbins.

P.S. The film took in an impressive $211,200 on its first five days in a 28 theatre multiple New York first-run engagement we were told. How much of this can be credited to the three day tour we don't know, but it must have helped considerably.

PRODUCTION NOTES: CHARLES H. SCHNEER, PRODUCER OF "YOU MUST BE Joking," starring Michael Callan, Lionel Jeffries and Denholm Elliott, after an absence of two years in England, noted many changes in the city and show business here. In the latter area, he thought that legit shows were so high priced that young people are excluded from attending same. When questioned, he also ventured that perhaps admission prices in movie theatres were a mite on the high side, which could also prove a deterrent to frequent attendance. He found youngsters here bright and intelligent, and particularly partial to the "way-out" film, which he thinks he has in his latest entry.

He is using some of England's top comedy people in the film; their faces are familiar even though their names might not be, and he hopes that by the time he is through, that faces and names will be matched in the minds of the public. It will be released here in the fall at which time an extensive campaign will accompany the bow.

He visited Hollywood and was impressed with the activity at the studios, as well as with the efficiency of operation, remarking that if he had a suitable property, he would have no hesitation about making a film there. Costs are not a saving factor, as regards filming abroad, unless a picture is made in England under the Eady Plan which provides a subsidy as well as a guarantee of playing time since 30 per cent of British theatre playing time must be devoted to home-made product. Imports are battling for the remaining 70 per cent and the backlog of American and other pictures is considerable, he noted.

Schneer's next two for Columbia release (part of a twelve picture deal made in 1959) will be "The Light On The Edge of The World," a Jules Verne tale that will be high adventure and not science fiction. Andrew McLaglen will direct in Malta and Portugal next January. The second, to go in mid-1966, will be "River of Diamonds," dealing with undersea diamond mining off the west coast of Africa and to star James Mason.

THE METROPOLITAN SCENE: SI SEADLER INSISTS THAT HE HAS WRITTEN proof that "Laurel and Hardy's Laughing 20's" clocked 253 laughs in a few test engagements . . . Century Theatres on the ball arranging for a press screening of Bob Hope's latest "I'll Take Sweden" aboard the M. S. Gripsholm while it's docked in the North River . . . "Ship of Fools" press reception attended by most of the film's stars at the Rainbow Grill high above Rockefeller Center . . . Tickets going fast for Tent 35's "A Nite At Yonkers Raceway" on September 21st . . . The current issue of Harper's recalls producer John Houseman's making of "The Blue Dahlia" with the late Alan Ladd. He recalls that writer Raymond Chandler was stuck for an ending and he came up with a plan to get drunk which might provide him with the inspiration needed. Since Chandler was an ex-alcoholic, this was a serious move. After much consideration, Houseman agreed to the plan. Chandler got loaded and from his drunken mind came the brilliant ending of the film. It took him almost a month to recover from the binge.

THIS SPACE IS RESERVED FO

2001
SPACE ODYSSEY

METRO-GOLDWYN-MAYER
PRESENTS
A STANLEY KUBRICK
PRODUCTION

2001
A SPACE ODYSSEY

TO BE PRESENTED IN
CINERAMA®

Texas Review Board Changes Film Classification Groupings

DALLAS—Mrs. Roderic B. Thomas, chairman, Texas Motion Picture Board of Review, announced a change has been made in the designation system of film classification. Henceforth the term "Mature Audience" will replace "Adults" and "Mature Young People" will be altered to "Mature Young Audience." The present term "General Audience" will not change.

Citing reasons behind the change, Mrs. Thomas said, "Small pressure groups, bent on the censorship of films, have placed a stigma on the term 'Adult' and too often identify it with the word 'obscenity.' The image created by this connotation, which likens the term generally to illicit sex, is unfair and serves to jeopardize the popularity of many quality films.

"Contrary to belief that a person reaches adulthood at a fixed age, development into maturity is a flexible thing. With some it may be reached at the age of 15 or 16, while others may not mature until after they are twenty years old.

"Thus our Review Board feels it can inform the public more properly by rating films by a new category, which in the future will specify 'Mature Audience' (MA), 'Mature Young Audience' (MYA) and 'General Audience' (GA) recommendations."

The Texas Review Board, founded over 30 years ago as the Dallas Motion Picture Board of Review, is recognized nationally as one of the leading film classifying bodies, with their ratings printed monthly in Theatre Owners of America bulletin and in daily newspapers in the larger cities in Texas.

Commenting on the new system, Kyle Rorex, Executive Director of Texas COMPO, the organization that assembles and publishes the Review Board classifications, stated that this change was welcomed by exhibitors around the state.

In a letter to Texas theatre owners, Rorex wrote about the recently passed Dallas classification ordinance which is presently inactive while awaiting a test of constitutionality in Federal Court.

"The fallacy attributed to the 'Adult' label on films by censor groups has prompted many exhibitors to discontinue film classification in their newspaper ads and monthly calendars. It is believed that they will renew the rating of films with the advent of this new terminology by the Texas Review Board," Rorex said.

To facilitate further use of the classifications, Texas COMPO is making available 4" x 8" standee boxoffice signs of the new audience designations.

UJW Cites Japanese-Am.

LOS ANGELES—Mitch Nakasora, secretary to National General Corporation's executive vice-president Irving H. Levin, has received the first award ever presented to a Japanese American by the United Jewish Welfare Fund.

The presentation "In recognition of Mitch Nakasora's vital and continuous service rendered to the Jewish Community of Los Angeles and Jewry the world over," was made by Nate Bodin, director of the UJW's amusement industry division, on behalf of the Fund's general campaign chairman Bram Goldsmith.

Duke Of Edinburgh To Tour VC Projects

LONDON — VC's International Chief Barker Jim Carreras announced that the Duke of Edinburgh, a gold card life barker, has accepted his invitation to visit North American Variety Club projects from March 8 to March 22.

Following the Queen's tour of the Caribbean, the Prince will land in Miami and visit the VC Children's Hospital and Clinic before going to the Variety Boys Club, Houston; the Boys Ranch and UCLA Children's Research Wing, Los Angeles; La Rabida Jackson Park Sanitarium, Chicago; the Variety Village, Toronto; and the Flower-Fifth Avenue Children's Hospital and boys clubs in New York.

He will also attend a conference convened in New York by Variety to bring together world youth leaders to discuss and advise on the proper use of leisure among young people. Carreras, who will accompany His Royal Highness, believes this unique tour will give Variety Clubs their greatest boost, bring pride and joy to every barker and confirm the organization as one of the world's greatest children's charities.

Ex-Exhib Haley Provides Premiere Celeb Service

BEVERLY HILLS, CALIF.—A chance to garner a little of the Hollywood glamour for exhibitors throughout the entire United States is available through Don Haley, former managing director of Stanley Warner Theatre in Beverly Hills and Pacific's Cinerama Theatre, who is offering a complete service to any exhibitor for a full scale Hollywood premiere opening for any new theatre or stars needed to attend a benefit opening.

Haley, with 15 years in Beverly Hills, has developed a list of players who are exploitation conscious and eager to attend properly publicized theatre functions.

Recently, he has worked on celebs to attend the opening of two new theatres on the coast, and in attendance were Tony Donahue, Pat O'Brien, Wally Ford, Regis Philbin, Clint Walker, Jack Kruschen, Jess White, Sean McClory, Virginia O'Brien, Jody McCrea, William Wellman, Jr., Tony Dow, Chill Wills, Stephanie Powers, Louis Quinn, and other luminaries. For the opening of the Stanley Warner in La Mirada, Haley programmed a full scale premiere followed the next day by a "Sub-Teen Premiere" with the Three Stooges in attendance.

Haley, now a publicist in Beverly Hills, just completed a six month tour with a legitimate stage show and notes a lack of style and dearth of Hollywood personalities at theatre openings.

The new service will be a complete package, benefitting from Hollywood premieres Haley has worked such as "The Ten Commandments," "Raintree County," "Pepe," "Lawrence of Arabia," "Mad World," and many others.

Puerto Rican Exhibs Cite Progress In Tax Battle

SAN JUAN, PORTO RICO—It has been made public that Jose L. Negron, president of the Asociacion De Exhibidores Cinematograficos De Puerto Rico has written executive director Milton H. London of Allied States a letter of appreciation including an accounting on the progress made by eight month-old organization.

London was most helpful in many matters during the period of formation and has since supplied Allied Bulletins, which Negron acknowledged with thanks.

ADECPO has been able to raise tax examption from 20 to 50 cents, a saving of $337,000 to the industry. It was also able to persuade the State Legislature and the Governor to approve the elimination of a two cent per foot film tax, thereby saving another $145,000 annually.

This brings the total to $482,000 to the island's 150 theatres, most of which are small, on an average saving to each of over $3,200.

How important this is may be judged by Negron's remarking that by convincing government authorities of the need of such help in tax reduction, that it "thus (is) stimulating small theatres and permitting them to survive."

"Pawnbroker" In N. Y. Multiple

NEW YORK—"The Pawnbroker," controversial Ely Landau film starring Rod Steiger, begun an extensive fourteen theatre multiple area engagement here today.

Following a 15 week record-breaking stand at the Cinema Rendezvous and RKO 23rd Street Theatres, "The Pawnbroker" spread to theatres in five boroughs, New Jersey, Nassau County and Westchester, giving a complete metropolitan area saturation.

Bookings are as follows: on the Century circuit: York, Huntington, L. I.; Alan, New Hyde Park, L. I.; Elm, Brooklyn; Oceana, Brooklyn. On the Skouras circuit: Teaneck, Teaneck, N. J.; Cinema 46—Totowa, N. J.; Lynbrook, Lynbrook, L. I.; Beacon, Pt. Washington, L. I.; Pine Hollow, Oyster Bay, L. I; Bayside, Bayside, L. I. On the Brandt circuit; Ormont, East Orange, N. J.; Astor, Brooklyn; Ascot, Bronx. On the Walter Reade circuit, Continental, Forest Hills, Queens.

All these houses will play "The Pawnbroker" a minimum of six weeks. An additional booking is the Plaza, Scarsdale, N. Y., which will open on August 18th for a minimum 3-week engagement.

VC Race Nite Set For N.Y.C.

NEW YORK — Charles Smakwitz, second assistant chief barker of the New York Variety Club, Tent 35, and chairman of "A Nite at the Races," fund-raising social function taking place at Yonkers Raceway, Sept. 21, announced that David Sanders, Jack Levin, Charles Alicoate, Lee Koken, George Waldman, and Mrs. Nat Nathanson have been appointed to serve on his committee. Herman Schleier is co-chairman.

Plans call for a limited sale of special tickets, priced at fifteen dollars, which will entitle bearer to clubhouse admission, dinner, and gratuities. Early reservations are suggested.

RCA Equipping N. Y. Ed. TV

NEW YORK—Radio Corporation of America will supply a complete television studio facility for WNYE-TV, the New York City Board of Education's new educational station.

Special Committee Members Named By MP Academy

HOLLYWOOD—Membership of four special committees of the Academy of Motion Picture Arts and Sciences and chairmen of six others have been announced by Arthur Freed, president.

He said he expects all Academy committees for the year to be fully organized and announced this month. These groups will meet throughout the 1965-66 year on various phases of Academy activity.

Completed committees consist of:

AWARDS POLICY COMMITTEE ON RULES—Elmer Bernstein, chairman; Jack Atlas, Frank Capra, Macdonald Carey, Hal Elias, Rudi A. Fehr, Jacob H. Karp, Emile Kuri, Walter M. Mirisch, Hal Mohr, Richard Murphy, Gordon E. Sawyer.

AWARDS PROGRAM COMMITTEE — Steve Broidy, chairman; Jack Atlas, Harry Brand, William H. Daniels, Alexander Golitzen, William W. Hornbeck, Bronislau Kaper, Stanley E. Kramer, Emile Kuri, Gregory Peck, Geoffrey M. Shurlock, Daniel Taradash, Harry Tytle, Waldon O. Watson, Robert E. Wise.

BUILDING COMMITTEE — Steve Broidy, chairman; Macdonald Carey, Hal Elias, Glenn Farr, Alexander Golitzen, Raymond A. Klune, Hal Mohr, Richard Murphy, Gordon E. Sawyer, Waldon O. Watson.

FINANCE COMMITTEE—Richard Murphy, chairman; Steve Broidy, Macdonald Carey, Hal Elias.

Chairmen named to date are Norman Corwin, Documentary Awards Committee; Robert M. W. Vogel, Foreign Language Film Award Committee; Richard Murphy, General Membership Committee; Elmer Bernstein and Bronislau Kaper, Music Branch Executive Committee; Hal Elias and Harry Tytle, Short Subjects Branch Executive Committee; Richard Murphy, Writers Branch Executive Committee.

Named earlier was the Forum and Screening Committee, composed of Geoffrey M. Shurlock, chairman; Harry Brand, Walter Reisch and Robert M. W. Vogel.

Chairmen and membership of some six additional committees remain to be appointed. Freed will serve as an ex officio member on all committees.

Va. Exhibs Elect Officers

STAUNTON, VA.—The Virginia Motion Picture Theatre Association, in convention at the Ingleside Resort here, elected the following officers and board of directors for the coming year:

President: Jerome Gordon, Newport News, Va. Vice-presidents: Don Kelsey, Blacksburg, Va.; John Broumas, Silver Spring, Md.; Glenn Norris, Washington, D. C.

Treasurer: Walter Lowry, Fredericksburg, Va.; Secretary: Leonard Legum, Williamsburg, Va.; Sergeant-at-arms: J. K. Crockett, Virginia Beach, Va.; Executive secretary: Carlton Duffus, Richmond, Va.

Newly elected to the board were E. Allen Brown, Richmond, Va.; Paul Kershner, Falls Church, Va.; William MacKenzie, Marion, Va.; and Harley Davidson, Washington, D. C.

Dollinger To VCI Meet

NEW YORK—Irving Dollinger, first Assistant Chief Barker, Tent #35, New York Variety Club, was named committee chairman for participation in the 1966 Variety Clubs International Convention to be held in London, April 19 to 22.

Allied Leader Hails Tax Victory; Warns Of Added Local Taxation

DETROIT—Milton H. London, president, Allied Theatres of Michigan, told this state's exhibitors in an address featured in the Allied Bulletin that 1966 would mark the first year since 1917 when theatres would be free from federal tax on admissions. However, he warned, relaxation in face of the impending victory could lead to greater tax difficulties in the future. "This is the successful culmination of 13 years of organized efforts by the motion picture industry to reduce by stages and finally to eliminate a depressing tax burden from the backs of theatre owners which once siphoned off 20 percent of the theatre boxoffice gross. Exhibitors have a right to feel elated not only with the result but also with the dignified, unified, well-organized manner in which it was accomplished," he said.

"But harsh political realities leave little time to bask in the warmth of past victories. The trick now will be to prevent the reimposition of even heavier ticket taxes by local units of government. Allied and the individual exhibitor must now be doubly alert and prepared to resist with organized, united effort all attempts by the state and municipalities to replace the federal ticket tax with local admissions taxes.

"We would be fools indeed," he said, "if we did not recognize that taxes and the costs of theatre operation are certain to go up in the future, not down. This fact is inherent in the prevailing political doctrine of "The Great Society." As governments strive to provide all citizens with affluence and material security, they will desperately seek out every possible means of taxation and revenue. In the future the exhibitor may well find himself burdened and harassed with more kinds of taxes, regulation and oppressive legislation than he can possibly cope with.

"The defenseless, the politically impotent, the un-organized are always the obvious and easiest targets for taxation. The theatre owner is more exposed and more vulnerable than any other type of businessman. He stands alone and he is immobile.

His only protection lies in an effective local exhibitor association."

CATV Bill Unlikely To Get Ohio Floor Vote

COLUMBUS, O.—The Ohio Senate Public Utilities Committee approved the Guyer bill, to place CATV in Ohio under regulation of the Public Utilities Commission. However, Sen. Tennyson Guyer, Findlay Republican, author of the bill, admitted the measure has little chance of getting a floor vote.

"We didn't want the bill to hang in committee," said Guyer. "We wanted the people of Ohio to know that we are interested in this matter." The bill wold require CATV operators to obtain a $50 certificate from the PUCO, which would conduct hearings on applications for certificates. The PUCO would have authority to approve rates to be charged and adopt regulations governing safety of CATV operations.

The Guyer measure has the support of the Independent Theatre Owners of Ohio.

7-Arts TV Expands

NEW YORK—SEVEN ARTS TELEVISION's expansion into all phases of non-feature television program development, production and acquisition will carry a major emphasis in terms of network and national sales, it was announced here by W. Robert Rich, executive vice-president and general manager.

Named were Robert Berian Jones as new director of national sales and Charles D. Reeves as director of network sales, effective immediately.

Jones and Reeves will headquarter in Seven Arts TV offices at 200 Park Avenue, New York City.

Jones was formerly with Look magazine for 13 years, beginning in 1952 when he served as advertising sales account executive in their New York office and, subsequently, was named to the post of San Francisco and northwest territory advertising manager.

Charles D. Reeves, a TV sales and production executive for over 15 years, began his broadcasting career in 1950 as midwest manager for CBS-TV films.

From 1959 to 1961 Reeves created and produced the "Dick Clark Show" for ABC-TV and later became personal manager for Clark.

Skouras Names Unger

NEW YORK—Al Unger, who operated theatres for Skouras Theatres for 19 years in New Jersey and, more recently, the Skouras Calderone, Hempstead, L. I., has been appointed Division Manager for New York, Bronx and Westchester.

He will also supervise four theatres now being built in Connecticut.

Dunn To Univ. City

UNIVERSAL CITY—Tom Dunn, Universal Pictures Company sales manager in St. Louis, will transfer to the Universal City Studios to work for MCA-TV, handling the "Indianapolis 500" and other special assignments under Jay Michaels, Sports Supervisor for MCA-TV.

Dahl Screenplay To Mirisch

NEW YORK—"Oh, Death, Where Is Thy Sting-A-Ling-A-Ling," an original screenplay by Roald Dahl, the internationally-noted short story writer, has been acquired by the Mirisch Corp. as a new project for filming by producer-director David Miller, it was announced by Harold J. Mirisch, president of the independent film-making organization. United Artists will release the film,

This is Dahl's first screenplay, following several best-selling short story collections including "Kiss, Kiss" and "Someone Like You." Described as an unusual comedy drama set against the background of behind-the-lines intrigue on land, sea and in the air during World War I, the new film is projected for production in summer, 1966.

Film-maker David Miller currently is preparing two other projects for production under the Mirisch banner prior to "Oh, Death Where Is Thy Sting-A-Ling-A-Ling." These are "Lydia," based on E. V. Cunningham's novel, with a screenplay by John Gay and "The Great Japanese Train Robbery," from a screenplay by Arnold Schulman.

LONDON Observations

By Jock MacGregor

IT WAS BLACK MONDAY IN FILM ROW. THE BOARD OF TRADE HAD ANnounced that weekly cinema admissions in May had falleln by 2 milllion to 5.5 million compared to 6.2 million for last May, and that gross boxoffice takings were down. At a weekly average of $2,884,000, they compared with $3,864,000 for April. While some big hits were playing the provinces, the May releases with odd exceptions were not encouraging and little blame could be put on the weather.

If that were not enough, there was an awful sort of "this is where we came in" feeling. British Lion was roaring again—but not in the way promised in festival advertising—and before it has a hit. There is much conjecture over the directors' thinking. When some 20 months ago they learned the government, who was part owner through the National Film Finance Corporation, was to buy them out they shouted blue murder. The deal went through and it was reported that the government would sell the company to Sydney Box. Lobbying and press conferences folllowed. Conditions for takeover harden. Bidders came and went. Then most of the original directors and some supporters brought it amid rejoicing. Now they are asking the government to buy back its share—but presumably with the idea of the board staying in management.

A memorandum has gone to the Board of Trade and some members of parliament and it is understood that this claims that, with Rank and Associated British still in such strong positions, Lion cannot operate as an independent force. It also complains that American competition is so tough that Lion cannot offer the best producers good enough deals. Except for some supports, "The Wild Affair," which has also yet to be released in America, and "The Uncle," Lion's top features all have circuit dates but the old feudin' with the groups is not unexpected even if it is seemingly unjustified.

The surprise is the introduction of the American angle. Well, I remember at Lion's last press conference in February when a $6,000,000 plus lineup was announced Sir Michael Balson averring to their view that many producers prefer to provide some of their own money for personal participation and added control to the 100 per cent financing of some American and British companies, though he conceded a reappraisal of this as policy might later be necessary. It was also agreed then that the NFFC had offered Lion a similar joint financing deal to the Rank plan (which is now causing them consternation) but had been rejected. However, none of the pictures announced, even those of the directors, Launder and Gilliat and the Boultings, have gone into production save "Modesty Blaise," which has been switched to 20th-Fox because of an enlarged budget. Many wonder when continuous production will be resumed and why the directors, having fought so hard to regain Lion, no longer want it to themselves.

SHOULD DIVORCEMENT COME HERE, THE ONLY REAL DIFFERENCE WILL BE that it will get more complicated and costly to sell films. Whoever books will go for what the public will pay to see and, with existing cinemas pretty well strategically placed to promote two weekly releases to the full, there would be little noticeable change. Currently, there is experimentation in the "Rank" London release pattern. While some showcase "Genghis Khan," most circuit and independent halls are taking Disney's unit "Song of the South" and "Monkey's Uncle." The next biggest group are showing Compton's "Repulsion" and a handful are playing "John Goldfarb." The ABC release is "Catch Us If You Can" ("Having a Wild Weekend" in the U. S.) and "Bikini Beach."

SITTING VERY PRETTY—AND I DO NOT MEAN ONLY AS HOST AT A TRADE press lunch—is Kenneth Rive. Currently Gala product is in 8 London art houses and 21,000 saw "La Bonheur" (Cameo Poly), "Loving Couples" (Cameo Royal) or "Une Femme Mariee" (Cameo Moulin) in a week, though the combined seating is only 1,271. He has been joined by Leslie Faber, who recently retired from British Lion, but has found that he needs more than his interest in Albion Films to occupy him. He plans to restrict his releases in future to 20 a year, including Columbia foreign language pix. He hopes for six independent American pictures and, once his spell as Variety Club chief barker ends, to get back to producing. While sub-titled films can do anything from $100,000 to not clearing print costs, he is choosey about bookings and refuses those which will no more than cover transportation and overheads.

OVER AT HAMMER HOUSE, TONY HINES AND BRIAN LAWRENCE OFFERED farewell drinks before flying to join Jim Carreras in New York and meet Seven Arts-20th Fox executives on the American launching of "The Nanny" starring Bette Davis, "Dracula—Prince of Darkness" and "Rasputin," both of which are nearly completed, "Plague of the Zombies," set for immediate shooting, and "One Million Years—B.C." which goes in September and is their biggest ever. An intriguing aspect is that release here will be through Warner Pathe.

HAVING SUCCESSFULLY PROMOTED AND SEEN "MODESTY BLAISE" UNDER way, agent Stanley Dubens is going deeper into production and hopes for three pictures a year with Bertram Ostrer. Already scripting are J. B. Priestley's "The Shapes of Sleep" and John Paddy Carstairs' "The Concrete Kimono" . . . The Rank Group has bought the first U. S. Beech King Air turbo-prop executive plane in the U. K. . . . Cecily Ware has returned to 20th Fox as European story editor . . . Dimitri De Grunwald has produced the first sponsored single lens Cinerama short, "Shellarama." Without direct advertising or commentary it is cracking entertainment and packs some of the best Cinerama gimmicks. It is playing with "Hallelujah Trail" at the Casino Cinerama and is expected to be seen by some 20 million people in over 50 cinemas in 20 countries . . . I could not miss Harry Pease's first rate Woolworth window display for "Dr. Who and the Daleks" in Oxford Street.

The world premiere of MGM's "Doctor Zhivago" was set for Loew's Capitol, New York, and the Hollywood Paramount, Los Angeles, on Dec. 22, it was announced by Morris E. Lefko, MGM vice-president and general sales manager in New York. Also present were, (L to R) Fred Stein, co-owner of the West Coast showcase; Mel Maron, MGM roadshow manager; Lefko; and Bernard Meyerson, vice-president of Loew's Theatres.

"Zhivago" Premiere Set

NEW YORK — Loew's Capitol, New York and the Hollywood Paramount, Los Angeles, have been selected to premiere David Lean's "Doctor Zhivago" as a roadshow attraction on December 22nd, it was announced here by Morris E. Lefko, MGM vice-president and general sales manager.

Describing "Doctor Zhivago" as a film of epic proportions, Lefko said that "like 'Gone With The Wind' it will be cited as one of the most outstanding productions in screen history."

Preceded by more than two years of extensive research, "Doctor Zhivago" is presently nearing completion in Madrid, under the direction of Academy Award-winner David Lean.

Reade-Lion Ready "Ulysses"

NEW YORK—James Joyce's masterpiece "Ulysses" will be brought to the screen by Joseph Strick as a Walter Reade-Sterling/British Lion co-production, it was announced here by Walter Reade, Jr., president of Walter Reade-Sterling, Inc.

Strick, director of "Savage Eye" and Genet's "The Balcony," will direct the picture, as well as serve as co-producer with Reade.

Filming of "Ulysses" is scheduled to begin in March of 1966. The script by Fred Haines, Sidney Meyers, and Strick has been completed and the principal roles are now being cast. The picture will be made on location in Dublin.

Scheduled as a major release for Continental, the distribution arm of Walter Reade-Sterling, "Ulysses" is the first co-production for the company within the framework of its partnership agreement with British Lion.

AIP Beaches Festival

LOS ANGELES—In a unique honor to a U. S. film firm, Mexico's Producciones Sotomayor, S. A., staged a seven-day AIP Film Festival during which James H. Nicholson, president, and Samuel Z. Arkoff, executive vice-president of American International Pictures were cited as producers having had the greatest impact on international teenage audiences during the past decade.

Included were daily screenings of AIP's record breaking beach series at Mexico City's flagship house, The Metropolitan Theatre.

BUFFALO

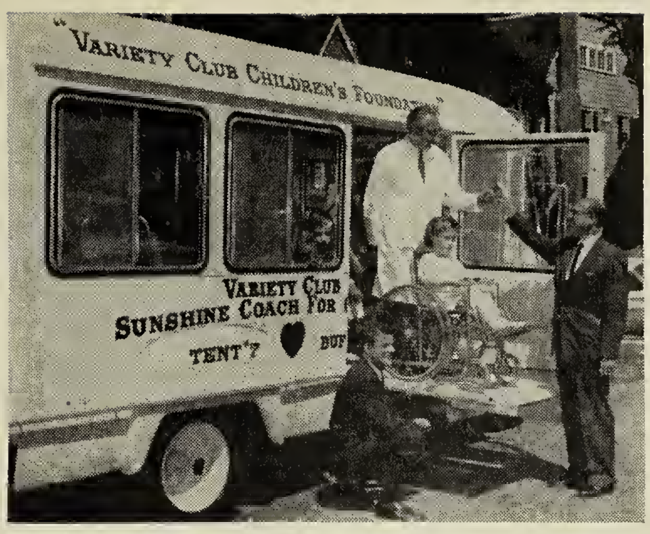
The Loew circuit placed a smashing, eye-catching full page in color (blue top lines, stars down center, titles, and bottom line) in the Rochester sheets on the opening of their new Loew's theatre on Monroe avenue, opposite the Pittsford shopping plaza. . . . The new Loew theatre opened in Pittsford, N. Y., with an invitation preview on July 15 and a regular opening on July 16. In addition, the new house used more than a half page ad on the opening in the Kodak Town sheets giving facts about the theatre, a map showing its exact location, an artist's sketch of the front of the theatre, a display on "The Train," its opening attraction, and cartoons of its many equipment features, such as air-conditioning, seats, screens, etc. On the same page were a number of congratulatory ads from merchants in the area. On a page opposite was almost another page ad placed by the firms and craftsmen who made "this exquisite theatre possible." . . . Thomas W. Fenno, past chief barker of the Buffalo Variety Club, has been named Buffalo chairman for next year's Variety Clubs International convention to be held April 19-22, 1966, in London. . . . Ruth Frank, cashier and assistant to James J. Hayes at the Cinema, died suddenly. Chief barker Anthony T. Kolinski of the Variety Club said, "Ruth, ever cheerful and ever helpful, was one of the hardest workers for Tent 7 and the Variety Club Women in all of our charitable endeavors." . . . The annual Blatt Bros. theatre picnic for all employees and their families was held in the John Kennedy Memorial Grove in Blasdell. Details were handled by George Pidanick, Lake Shore Drive-In, and R. Kowal, Park outdoorer in Ebenezer. . . . The Heart of Variety Committee Tent 7 reports that the Sunshine Pool at St. Rita's Home will be completed and ready for use about Aug. 15. Appropriate arrangements soon will be made for the dedication. The Variety Club's 1965 summer program for educable, moderately retarded children is under way, with the setting up of staff and camp facilities by the combined groups. Harold Bennett, chairman of the Tent 7 Heart Committee, has worked long and hard in setting up this program, which will take care of 64 children, 32 boys and 32 girls, each for a full-week encampment under the supervision of trained counselors, nurses, and therapists. . . . The first big Fall entertainment event for members of Tent 7, Variety Club of Buffalo, will be a clambake and picnic at beautiful Kissing Bridge at Colden, N. Y. It will be held on Sunday, Sept. 19.

CHARLOTTE

The recent fire which broke out in the projection room of the Grand here, caused damage estimated at several thousand dollars. About 30 patrons were hustled out when the blaze began and no one was injured. The fire, thought to have started in a pile of rags in a projection room, spread rapidly into an adjoining projection room, and worked its way through the ceiling and into an adjoining barbershop before it was brought under control.

CHICAGO

Dave Clark Five will experience a "wild" two days here when they make 18 personal appearances in theaters promoting their Warner Bros. film, "Having a Wild Week-end." They will be transported to and fro by bus. . . . Don B. Klugman and Ron Clasky, Chicago film makers, have begun production of "I've Got This Problem." Several years ago they produced the film, "Night Song" here. . . . "Hercules, Samson and Ulysses" opened last week on a first-run basis at neighborhood theaters. . . . Joseph Esler, veteran movie trade correspondent for Chicago, is ill at the Bethany Hospital. . . . Joseph Levine's "Casanova 70" had its midwest premiere engagement in a dual opening at the Loop and Carnegie theaters. . . . "The Overcoat," the new Russian film, opened at Town theater following "Goldstein." . . . George S. Chappell, III has joined Fred A. Niles Communications Centers as senior art director. Norman C. Lindquist, vice-president of Niles' sales, elected president of midwest chapter of National Visual Presentation Assn. . . . Clark theater winds up the second half of its 13th annual Summer Film Festival, closing Sept. 6. Films highlighting the festival: "La Nouse La Liberte" and "The Italian Straw Hat." . . . "Shenandoah," James Stewart's 67th film, opens in 21 Chicagoland theaters this month. . . . Chicago Natural History Museum showing free movies on Thursdays during summer months to children. . . . Automatic Canteen Co. of America recently announced a "multi-million dollar contract" to operate restaurant faciilties in the John F. Kennedy Center for the Performing Arts, Washington, D. C., for a period of 10 years. The center, which will have three food operations, is scheduled for completion in 1968. . . . Louis L. Abramson, NAC executive director and administrator of the Motion Picture and Concession Industries Trade Show, attended planning session for NAC's 1965 Annual Convention at Los Angeles. The meeting finalized all convention planning and programming. . . . National General will begin construction on a new theater in the County Fair Shopping Center, Champaign, Ill.—to seat 850. . . . NAC's recent report disclosed that the NAC-TOA-TESMA trade show to be held on Oct. 27-30 at the Ambassador hotel, is completely sold out. . . . Warner Bros. have opened their new exchange offices at 550 West Jackson Blvd. . . . Jack Eckhardt, veteran staffer at 20th Century-Fox exchange here, named branch manager of Fox exchange, after having acted in such capacity for some time. Eckhardt has been with the organization for 32 years. . . . Ervin R. Heyman replaces Harry W. Chapman who is retiring from advertising for Chicago's American. . . . NCA's first resident "Marketing Seminar for Candy Mfgrs." has ended. The seminar, held in cooperation with the Marketing Dept. of Northwestern University's School of Business, was attended by 28 candy industry executives. . . . F and F Laboratories, Inc., Chicago, have acquired ownership of Merba Confections, Inc. . . . NAC Contest judges, who will select Grand Award Winner and runner-ups for merit awards for entries submitted in the "Concession Idea Man of the Year," have been named. They are: George Kerasotes, president of Kerasotes Theaters, Springfield, Ill.; Herb Elisburg, president of Rockne Theater Corp. and Roseland Theater Corp., Chicago; Irving Mack, chairman of the board of Filmack Studios, Chicago; Spiro J. Papas, executive vice-president of Alliance Amusement Co., Chicago; Mayer Stern, president of C.M.H. Concessions, Chicago; and Professor Lynn H. Stockman, School of Business of Northwestern Univ., Evanston, Ill. . . . Chicago International Film Festival, rounding out all 1965 film festivals, will be held November 4-11.



Variety Club Tent Seven, Buffalo, N. Y., recently presented to the Rehabilitation Center of the Children's Hospital a "Sunshine Coach." Turning over the keys is Heart Committee Chairman Harold Bennett; and accepting is Dr. Robert Warner, medical director of the hospital. At the left is chief barker Thomas W. Fenno.

CINCINNATI

Frank Schreiber, Universal salesman, was honored by his Film Row colleagues and area exhibitors at a Variety Club luncheon, in observance of his 45th anniversary with the company. William Garner, UA salesman, was the master of ceremonies. . . . New on the Row are Rodney Beninghaus, Warners salesman, succeeding John Eiffert, who has retired after many years with the industry, and Linda Rumke, secretary for Tri-State Theatre Services. . . . Amy Banker Bezenah, formerly a member of the Row colony, is welcomed back as secretary for Magna Pictures. . . . Charles Herbits, Paramount publicist at Philadelphia, appeared as a featured guest recently on WZIP radio "Viewpoint" program. Also in town were Jack Schlaifer, MGM assistant special sales director, and Gene Tunick, UA eastern division sales manager. . . . Margaret Woodruff, Columbia booker, was a delegate to the international convention of the philanthropic Delta Theta Tau Sorority at Chicago. . . . Dona Holloway, associate producer for Universal's "I Saw What You Did," and the film's featured actress Sarah Lane were here to promote the film, which has opened in the Tri-State area.

COLUMBUS

Gary Green has been named assistant manager of the Grand Cinerama. He succeeds Charles Van Fossen, who has joined the army. Green has been a staff member of RKO Theatres here for some time. . . . Picketing and efforts to obtain stronger city laws to control establishment of burlesque here will be carried out by the Driving Park Area Council and the Berkeley-Kent Neighborhood Club. They oppose operation of the Gayety theatre, formerly the Livingston, in their neighborhood. The Gayety is now showing "adult" films and intends to present live burlesque in about six weeks. Safety Director Fred Simon said police would enforce a present city ordinance which forbids burlesque from operating within a mile of a church or school. . . . Ed McGlone, manager, RKO Palace, is back at his desk following a stay at Will Rogers Memorial Hospital for a checkup. . . . RKO Palace held "The Art of Love" for a second week. . . . City Council set Sept. 20 as a hearing date for an ordinance which sets up guidelines for local regulation of community antenna television. . . . Screen and stage actress Maureen O'Sullivan accompanied Arthur Godfrey and other cast members of the Kenley Players' production of "Never Too Late" at Veterans Memorial on a flight in Godfrey's 20-passenger Grumman Gulfstream from Youngstown to Port

AVAILABLE FOR SALE ONLY TO SUBSCRIBERS •

PLUS SERVICE No. 1

THE SERVICE-KIT

—a streamlined system for BUYING, BOOKING and CONTRACT CONTROL

SERVICE KIT
THE EXHIBITOR

STIFF-BACKED 3-RING BINDERS AVAILABLE. See No. 11a & b

● Arranged and assembled for insertion in any standard 9 x 12 inch ring binder or ring-equipped brief case are the following forms:

1. **A 52 week supply of large, modern BOOKING SHEETS (9 x 12 inches)**
2. **10 pages of AVAILABILITY and PLAY-OFF WORK SHEETS (9 x 12 inches)**
3. **10 sheets of PERFORMANCE RECORD and CUT-OFF SHEETS (9 x 12 inches)**
4. **A permanent EQUIPMENT RECORD**
5. **An 18-month BOOKING CALENDAR**
6. **A special PERPETUAL CLEARANCE CHART and many other helpful forms all properly indexed.**

● After the first year, additional sets of any particular FORM can be purchased separately; any back REVIEW SECTION for 5c; and any DIVIDER INDEX for 20c.

Price: $1.30 per set

PLUS SERVICE No. 4

THE NEW *"Pocket-Size"* DATE BOOK

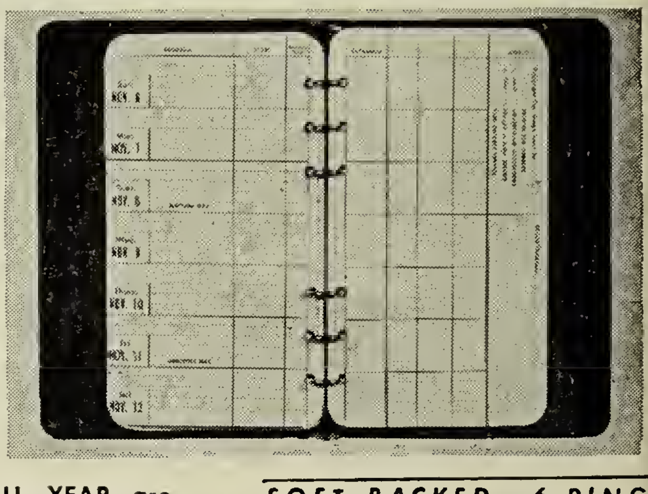
—latest innovation in the field of small booking records.

● This new design has proved so far superior to anything previously developed in its field that it has token the industry—whether independent owner or circuit manager—by storm.

(a) 5 lines of booking space were gained by taking full advantage of the 3¾x6¾ inch page area. (b) Weekly activities not bothered with until the complete week is booked, are kept separate and distinct. (c) Spaces are allowed for cost, gross, weather, etc., as desired. (d) All dates, days of the week, and holidays are clearly printed.

Dated forms for ONE FULL YEAR are printed to start with each JULY 1st.

Price: $1.00 per yearly set



SOFT-BACKED 6-RING LEATHERETTE BINDERS ARE AVAILABLE. See No. 11c

PLUS SERVICE No. 2

PROGRAM and RUNNING-TIME Schedules

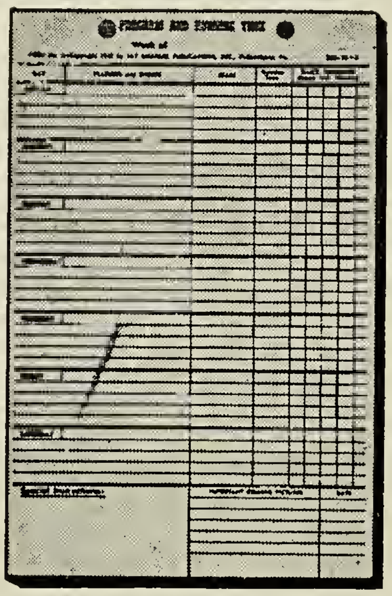
—a basic weekly form to replace the scribbled note or tissue carbon.

● These forms are prepared for convenience in disseminating accurate information to the key members of a theatre staff so that they may answer intelligently the patron questions most frequently asked; or so that they can cue and time their show. 50 sheets to each pad.

● Daily turnover running time can be easily computed from the running times of the individual subjects that make up the bill.

● One copy each week: (1) on your desk, (2) to your cashier, (3) to your doorman, (4) to your projectionist, and (5) to your head usher or floor supervisor will be sufficient to keep uniform information throughout the theatre.

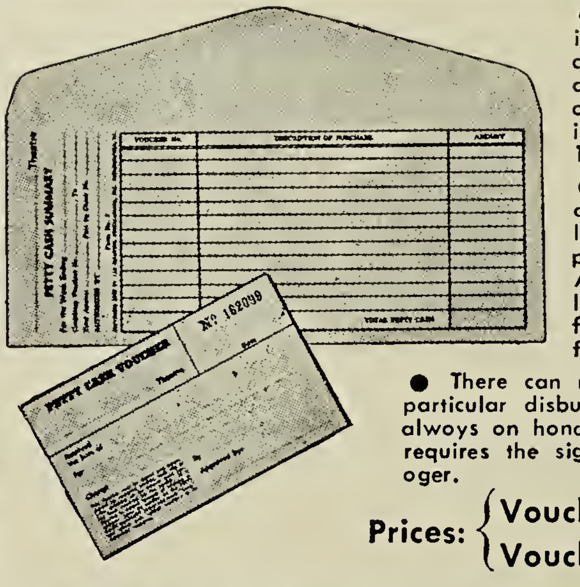
Price: 30c per pad


PROGRAM AND RUNNING TIME

PLUS SERVICE No. 5

Weekly PETTY CASH SYSTEM

—designed for simplicity and quick theatre reference.


PETTY CASH VOUCHER
No 182099

● These specially designed 3 x 5 inch Petty Cash Slips require a counter signature of approval and are numbered consecutively so that accurate records can be kept of each individual expenditure. There are 100 slips to each pad.

● The specially designed envelopes are for use only once each week in listing each individual slip and computing the weekly total expended. All slips listed on a particular envelope should then be inserted in it for safekeeping; and the envelope filed for future reference.

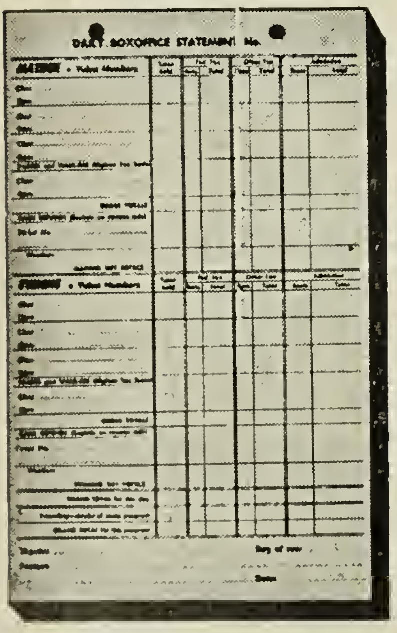
● There can never be any later question of a particular disbursement, for the actual receipt is always on hand and easily located. Each voucher requires the signature of the owner or the manager.

Prices: Voucher Pads..........30c each
Voucher Envelopes—50 for 65c

PLUS SERVICE No. 3

Daily BOXOFFICE STATEMENTS

—all embracing memoranda of the complete cash control system.


DAILY BOXOFFICE STATEMENT

● Printed on both sides so that complete factual totals for one day can be kept on one 5½ x 9 inch sheet, each itemizes:

1. **OPENING AND CLOSING TICKET NUMBERS**
2. **PASS AND WALK-IN TICKET NUMBERS**
3. **CASH TOTALS AND REFUNDS**
4. **TAX TOTALS**
5. **PROGRAM, WEATHER, AND OPPOSITION**
6. **SPACES FOR HOURLY TOTALS**
7. **MISCELLANEOUS INCOME AND DEPOSITS**

● Made up in pads of 50 per pad, each sheet is punched for saving in a standard ring binder with the date at the lower right corner for quick reference when filed.

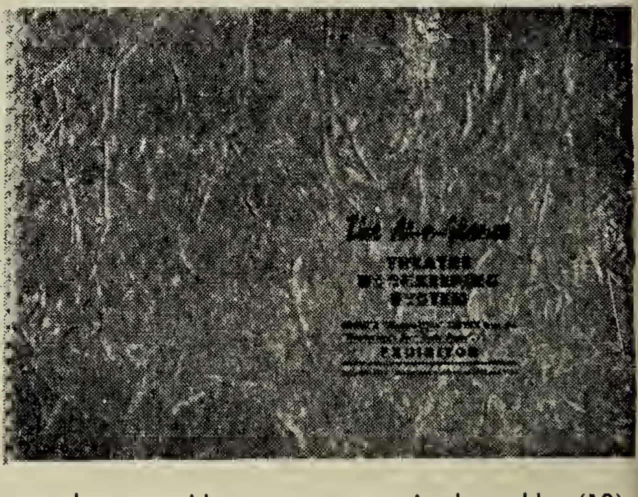
● Where accuracy counts for current income and future bookkeeping, the Box Office Statement is a diary of theatre operation.

Price: 30c per pad

PLUS SERVICE No. 6

THE *"At-a-Glance"* BOOKKEEPING BOOK

—specially designed by a leading theatre specializing C.P.A. authority.



● This extremely simple system has been constantly revised to meet each tax or other changing requirement of the theatre man. Its 9 x 12 inch pages provide for: (1) daily ticket record, (2) tax collected daily, (3) daily gross, (4) pass and walk-in records, (5) weather and opposition, (6) daily show cost, (7) weekly income from vending machines, etc., (8) weekly gross, (9) weekly fixed expenses, payroll, and annual or monthly expense amortized weekly, (10) weekly profit or loss statement, (11) profit or loss for the year to date, etc.

Price: $1.75 per book (Sufficient for 52 weeks)

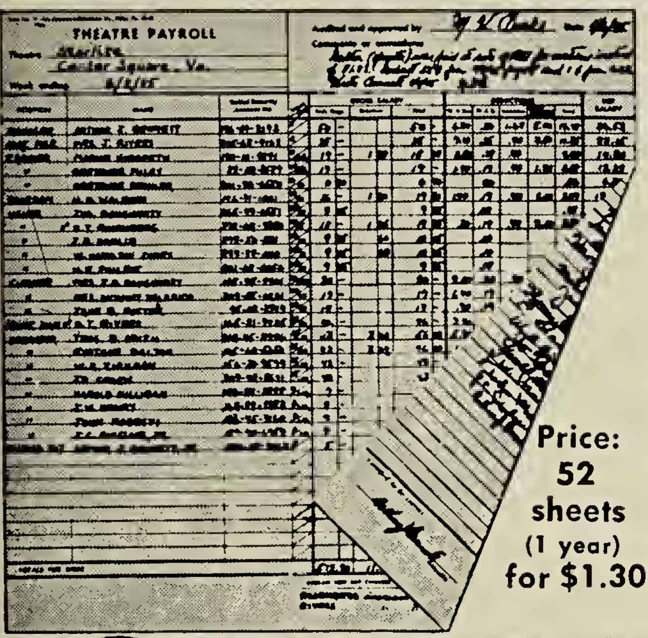
DESIGNED . . . PRODUCED . . . WAREHOUSED . . . and DELIVERED . . .
restricted to current THEATRE SUBSCRIBERS ONLY! Sample sheets

• TIME TESTED FORMS and SYSTEMS:

PLUS SERVICE **No. 7**

Weekly PAYROLL FORMS

—for use whenever employees are paid in cash for salary or overtime.


THEATRE PAYROLL

Price: 52 sheets (1 year) for $1.30

● This is the system that resulted from a contrast of the Payroll Forms used by all major theatre circuits.

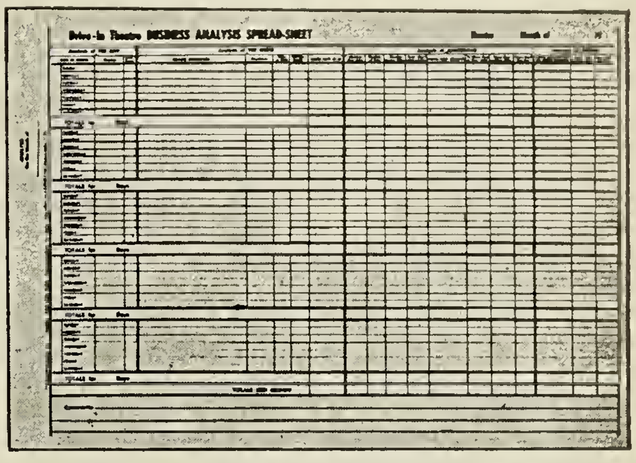
● Designed to be filed in the ordinary letterhead size cabinet (8½ x 11 inches) this form provides a permanent weekly record of the individual name, social security number, rate of pay, overtime pay, reasons for overtime, and deductions for all purposes. It also provides gross weekly totals of salaries, deductions, raises, etc.

One of the most important features is an individual signed receipt by each employee, without their being able to see what any other employee has earned.

PLUS SERVICE **No. 9A**

Monthly *Drive-In* BUSINESS ANALYSIS

—a contrast study of ALL Outdoor Theatre income and film costs.


Drive-In Theatre BUSINESS ANALYSIS SPREAD-SHEET

● There is no facet of the theatre field that fluctuates so rapidly with every turn in weather, temperature, school attendance and opposition as the drive-in. A properly kept line each day on your Business Analysis Spread-Sheet will provide a study of: (1) The day of the week and day of the month complete with all weather influences; (2) The feature attraction complete with costs; (3) The total admissions by car and by patron; and (4) The confection sales by car and by patron.

● At the end of any one month, the complete picture is there for analysis and study,—and at the end of the same month at the following year, your headway or shortcomings are obvious.

● Here is what might be termed "a Monthly Boxoffice Statement."

Price: 55c for 13 sheets

PLUS SERVICE **No. 8**

SERVICE MANUALS

—for the quick and proper training of new and old Theatre Employees.

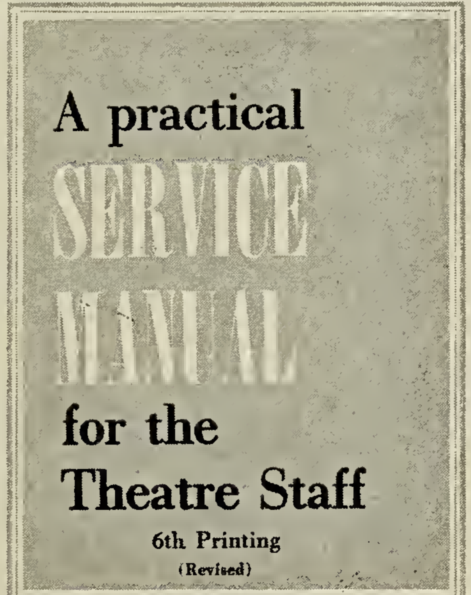
LATEST REVISION also includes the additional data necessary to DRIVE-IN THEATRES!

● Of inestimable value in "breaking-in" a new staff of Ushers; a new Cashier, or a new Door Man.

● This 16 page pocket size (3 x 6 inch) booklet with heavy paper cover itemizes the rules of conduct for the theatre staff very logically and thoroughly. Separate chapters are devoted to Managers, Cashiers, Door Men, Ushers, etc., as currently trained in the larger circuits.

● It also pictures a system of Usher's hand signals for designating empty seats and gives many hints on Public Safety, Accident, Fire Prevention, Advertising, etc.

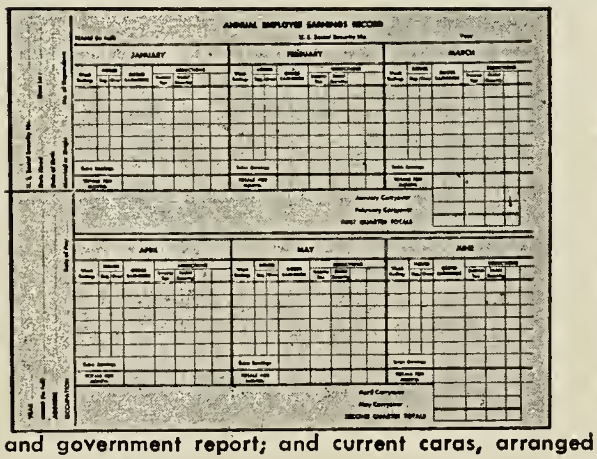
Price: 10c each


A practical
SERVICE
MANUAL
for the
Theatre Staff
6th Printing
(Revised)

PLUS SERVICE **No. 10**

Annual EMPLOYEE EARNINGS RECORD

—complete with all Withholdings and Deductions for Tax Returns.


ANNUAL EMPLOYEE EARNINGS RECORD

● Uncle Sam requires that you keep careful, permanent records of all employee earnings and of all tax or other deductions, under penalty of fine or imprisonment. Here is the most simple theatre method. With ushers and other low-paid help, turnover is frequent so a salary book is inconvenient and bulky. Under this EXHIBITOR system, one 8½ x 11 inch index card suffices for any one employee for one year, and each year is an entity in itself. The card of a fired or quit employee is set aside for tax return and government report; and current cards, arranged alphabetically constitute the only working set.

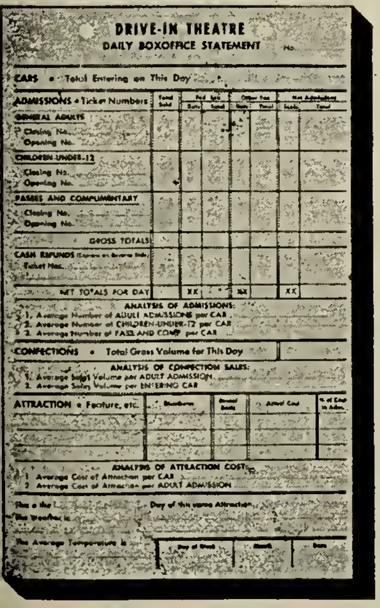
● Here is a time-saving, accurate system you'll rave about!

Price: 40c for 12 cards

PLUS SERVICE **No. 9**

Drive-In Theatre Boxoffice Statements

—specially designed exclusively for the use of Outdoor Theatremen.


DRIVE-IN THEATRE
DAILY BOXOFFICE STATEMENT

● A daily record of: (1) Number of Cars; (2) Number of Adults; (3) Number of Children; (4) Passes and Complimentary Admissions; (5) Cash Refunds; (6) Confection Gross; (7) Title, distributor, rental basis, actual cost, and percentage of admissions income of the Show; (8) Record of the weather and average temperature; (9) Hourly Ticket Sale Record; (10) Opposition Attractions; (11) Checker and Hours Checked; (12) Total Cash Receipts and Totals Deposited.

● All on a handy 5½ x 9 inch sheet punched for filing in a post or ring binder and padded 50 to the pad.

● Here is a professional form never before designed for drive-in operation.

Price: 30c per pad

PLUS SERVICE **No. 11**

Special BINDERS and CASES

—designed for the storage and carrying of some of these forms.

Service-Kit

BRIEF CASE (a)

● A big, genuine cowhide, zipper-enclosed briefcase equipped with 3-ring binder designed to hold the Service-Kit Forms (See No. 1) and a full year of Pink Review Sections as published separately by EXHIBITOR.

Price: $6.00 each (Tax included)

Service-Kit

BINDER (b)

● A big, stiff backed, imitation leather binder equipped with 3-ring holder designed for the Service-Kit Forms (See No. 1) and a full year of Pink Review Sections as published separately by EXHIBITOR.

Price: $1.50 each

Pocket-Size Date Book

BINDER (c)

● A small, flexible leatherette binder equipped with 6-ring holder designed for the 3¾ x 6¾ Pocket-Size Date Book sheets (See No. 4) sufficient for one entire year's booking,—and other features.

Price: $1.30 each

---

at NON-PROFIT PRICES . . . as a "Theatre-Wise" plus-service that is frankly without obligation.

MOTION PICTURE EXHIBITOR
317 N. Broad St., Phila. 7, Pa.

Columbus. Miss O'Sullivan recently completed the film version of "Never Too Late." Godfrey is flying to Hollywood soon to start work in the Doris Day feature for Metro-Goldwyn-Mayer, "The Girl in the Glass Bottom Boat."

DALLAS

Roger Hurlock, vice-president, and Nat Nathanson, general sales manager of Allied Artists, were in the city to conduct a three-day sales and policy meeting. James Prichard, division manager for the southwest; Ed Cruea, western division; Frank Thomas, midwest; James Hobbs, southeastern division; and Nate Levin, central division, were in attendance. . . . The new Park Forest, operated by B. R. and Gordon McLendon in the Park Forest Shopping Center, opened with a special invitational showing of Columbia's "Lord Jim." The regular film screening began Thursday with the first run showing of "A Very Special Favor." The Park Forest was built at a cost of nearly $300,000 and has a seating capacity of 1,000, with the latest equipment including 70mm. . . . Michael Ansara is being seen in the role of king in "The King and I" at the Dallas Musicals in the State Fair Music Hall. . . . Ray Anderson has been employed by Academy Theatres, Inc., to refurbish the Dallas Little Theatre Playhouse into a de luxe art theatre. The company is scheduled to invest $100,000 in the project. . . . Five famous names in movie comedy, Robert Benchley, Charles Chaplin, W. C. Fields, and the team of Laurel and Hardy, headlined a film bill at the Dallas Museum of Fine Arts, third in a summer series reviving classic comedies of the silent and early talkie days. The two final offerings of the DMFA series will be "A Night at the Opera," starring the Marx Brothers, on July 29, and Charles Chaplin in "The Gold Rush" on Aug. 12. . . Three Dallas public library branches, Casa View, Preston Royal, and Walnut Hill, have scheduled four film programs for July and August.

DENVER

Thomas Wales and Joe Shevlin, ticket takers of the Monaco Drive-In were robbed of $61 by four men, who then went to the boxoffice, held up cashier Patricia Schwartz, and made away with an additional $193. . . . Chick Lloyd, American International, is working again on a part time basis after having undergone major surgery. . . . A demonstration is being made of a new sound and projection system at R. L. Stanger's Evans Drive-In. It was installed by the Minicast Corp., a firm in nearby Wheatridge, Colo., and it is claimed it may revolutionize this type of installation. Company is headed by Mark Bentson and Robert Dusek. . . . Two theatres in the state are still closed an account of the June floods—the Lamar, Lamar, Colo., and the Holly, Holly, Colo. . . . In the hospital following a heart attack is Elmer Finch, veteran film shipper, currently at Allied Artists. . . . Bill Wallace has been named booker for MGM to replace Bill Saxton, who recently resigned. . . . The Granada, Monte Vista, has been closed by Atlas.

DES MOINES

A group of Iowans announced plans to produce full-length motion pictures. Heartland Productions, Inc., has been organized with Russell Doughten, Jr., 38, as president of the firm. Doughten, a graduate of Drake University, said a motion picture industry would help project a favorable image of Iowa and the midwest. Heartland Productions was incorporated by 22 persons, with Roy S. Messerschmidt, West Des Moines banker, as secretary-treasurer. . . . Beacon Enterprises, Beverly Hills, Calif., has leased the RKO Orpheum, Davenport, Ia. Mile Troehler will continue as manager of the Orpheum. . . . C. L. McFarling, manager, Orpheum, Des Moines, is back on the job following a hospital check-up.

DETROIT

Ground will be broken on Aug. 1 for the previously-announced indoor adjacent to the J. L. Hudson Northland shopping center. Northland Cinema will be built and operated by Suburban Theatres, of which Richard Sloan is president. Capacity will be 1460. Included in equipment will be projection for existing and contemplated processes, including 70mm, Todd-AO, and Cinerama. . . . Joe Lee, who spent his business life with 20th Century-Fox—about 45 years—visited Detroit with his wife, Dorothy. He retired as branch manager here several years ago, briefly managed the Fox, and then moved to South Miami. Lee told his friends here that recently his brother Peter, 68, had passed away. Peter retired from Randforce Amusement Circuit in New York, and had been ill for some time. He is survived by his wife, Belle, who manages a theatre. . . . Variety Club of Detroit, Tent 5, held its 31s annual golf outing at the Hillcrest Country Club, Mt. Clemens. Attendance was 350, and weather was perfect. A total of 115 door prizes were distributed, and the Buick convertible was won by a lady who can't drive. The net amount raised was unusually handsome. It bolstered the club treasury substantially, completed the financing of Tent 5's first Sunshine Coach, and left additional thousands for the Variety Club Growth and Development Center at Children's Hospital of Michigan.

HOUSTON

It was a girl for former Interstate Theatre secretary Joanne Johnson and her husband Charles. . . . Ed Hale, of Universal Pictures, exploitation, was in for a promotional campaign for "The Art of Love," which opened at the Metropolitan and for premiere activities of "Shenandoah." . . . Hollywood star Tony Curtis was to help open the Top Brass Club at the Houston Dental and Trade Mart. . . . John Forsythe will be in Houston to promote his new fall television show on Sept. 3 . . . William J. Wilson, Jr., city manager, General Cinema Corp., in Houston, has been named a division manager for Texas. He joins H. B. Palmer as a division manager in Texas. Palmer has his headquarters here. . . . "My Fair Lady" is closing on the record run of "Oklahoma." Pic, now in its 37th week at the Tower, has to top "Oklahoma's 42½ weeks here. . . . "Love and Kisses," Universal release, had a six theatre pre-release world premiere in the city launching a series of Texas pre-release engagements including Dallas and Fort Worth. . . . Prince Philip of Great Britain will come to Houston March 11, 1966 to visit the Variety Boys Club and to promote the charitable work of the Variety Clubs International, of which he is a life member and gold card holder. His visit of a day and a night will be part of a 12-day tour of the United States and Canada from March 8 through 20. The trip is being made at the invitation of VCL. . . . Cothrum-Murray Co., owner-developer of Lochwood Shopping Center, and General Cinema Corp., of Boston have announced plans for a Cinema in the center. Construction is scheduled to start shortly with completion expected in time for a grand opening around Christmastime. A contract for the $378,000 project was signed in Houston by Richard A. Smith, president of General Cinema. The Lochwood Cinema will be the first theatre built in the White Rock area in about 20 years. Exterior will feature white brick walls with gray brick columns, and a 29-foot high, two-story glass and fieldstone facade will highlight the lobby facilities. Interior accent, from art-gallery entrance to lobby and refreshment facilities to picture window screen, will be on customer comfort and luxury, said Smith. For example, seats will combine the retraction and "push-back" design, so that one need not rise to let others pass. Convenient free parking will be provided in abundance. In addition to existing parking spaces in the center, 507 spaces will be completed adjacent to the theatre. . . . A stagecoach holdup, the first on record on Main Street, occurred here when mounted desperados ambushed a stagecoach bearing the film for "The Sons of Katie Elder," to the Majestic. Driver Gil Youngdorf tossed the cans of film to the masked outlaw, later identified as Bill Weaver. Interstate officials feel sure that they will apprehend Weaver in time for the film to open on time at the Majestic. . . . Farr Enterprises, Houston, have sold the Skyway D-I, located between Bryan and College Station, Tex., to the Schulman circuit, which operates theatres in Bryan, College Station and Huntsville, Tex. The Skyway was built by Jack A. Farr in 1948 and since that time has been improved and enlarged three times. . . . The Rivoli, in operation for 30 years, was closed last week and the Iris, which has been a movie house for 46 years, has also been closed. The two, operated by the Will Horwitz Estate, will be demolished. The Rivoli, first named the Uptown, opened in 1935 with "Top Hat" and this was the last film shown at the Iris by Fred Cannata, general manager. . . . Addie Adison, promotion man for United Artists, is being placed on a special assignment in New York and is expected to be away for at least six months. The promotion concerns the next James Bond film.

JACKSONVILLE

Marty Shearn, manager, downtown Center, and Mrs. Shearn, cashier for the city-owned Coliseum and Civic Auditorium, left on vacation to visit relatives in Pittsburgh, Pa., and to tour the New York World's Fair. . . . Henry Koehne, former Kissimmee exhibitor, replaced Maurice Magnan as operator of the Lakeshore. . . . Marvin Skinner is now booking the Smyrna, New Smyrna Beach, for owners, Mr. and Mrs. T. Edison Bell. . . . Capt. and Mrs. Hans Vige, owners, Pinecrest D-I, have turned booking duties over to Earl Turbyfull. . . . Marco A. Gomez acquired the Trail, Coral Gables, from former owner Edelberto Carrera. . . . William Klovekorn, day doorman, Imperial, went into Baptist Hospital while on vacation for treatment of heart and lung ailments. . . . Bob Baugh, head of the Florida State Theatres accessories department, also became a patient at Baptist Hospital. . . . Dick Eason of Leesburg, booker and buyer for MCM Theatres, who suffered a heat attack while visiting Filmrow, remained ill in Baptist Hospital for a second week. . . . Mrs. T. M. Guilford, wife of the manager of two Kent Theatres drive-ins at Tallahassee, the Outdoor and Capitol, died recently after a long siege of illness. . . . John Ezell, elder son of Clint Ezell, vice-president of the Roy Smith Co., theatre supply firm, is now head of the chemical laboratory at Wilson & Toomer Fertilizer Co., and Clint's daughter, Mary

Grace Ezell, is serving as choreographer for the local Little Theatre. . . . A benefit midnight show for WOMPI was scheduled for the downtown Imperial. WOMPI members are currently assisting managers in carrying out their annual audience collections for the Will Rogers Memorial Hospital. Celia Brugh, secretary to Ed McLaughlin, Columbia manager, has been selected as the first "WOMPI of the month" for July. Mrs. Brugh has been an active WOMPI for the past six years. . . . Two Australian young ladies, Nola Gates and Melva McMahon, who are vacationing from their theatre jobs, received a royal welcome here from WOMPI members while visiting the city. They were housed by Anne Dillon, taken on motor tours including a visit to St. Augustine, and lunched at the Embers, world's largest revolving restaurant, atop the Universal-Marion Bldg. WOMPI members also secured a feature spot for them on a local television news program. . . . Tommy Hyde, general manager, Kent Theatres visited the circuit's home office at the Southside Drive-In's office bldg. and later left for Tallahassee. . . . The Jacksonville Journal recently devoted a full page to a nostalgic look at this city's former position as a film production center and a forward look to the possibility that Miami may become a major film producing hub. "Nearsighted Jacksonville," wrote Christine Burger, Journal staffer, "once the film capital of the world, gave up all title rights 50 years ago when it sent the film industry packing. Now South Florida is making serious overtones to woo Hollywood companies and to lay claim as a major movie center. One Miami producer has invested more than $2.5 million in building and operating a studio, with two full-length movies to his credit and a $4 million production under way. . . . Tom Sawyer, member of the Florida State Theatres home office executive staff, was named to a year's term as president of the local Blind Children's Foundation, created several years ago as a philanthropic activity of the Motion Picture Charity Club. The Sunny Acres Park for Handicapped Children, an outgrowth of the BCF, is administered by persons in local leadership of the motion picture industry, with support from officials of the local city and county governments.

MIAMI, FLA.

John Reed, formerly manager, Mayfair, will be reassigned to another theatre when he returns from his combined vacation-honeymoon following his marriage to Miss Mary Helen DuBois. . . . Following its listing on the New York Stock Exchange, Wometco Enterprises, Inc., reported sales and net income for the fiscal year ended June 19, 1965, were the highest for any similar period in the firm's 40-year history. Sales in the first 24-week period amounted to $16,977,299, a 21.2 per cent increase over the $14,006,678 in the same period last year. Net income amounted to $1,635,197, or 73 cents a share, up 15.5 per cent over the $1,416,208, or 64 cents per share in the prior year. Cash flow generated from earnings in the period amounted to $2,591,972, or $1.17 per share, contrasted with $2,119,242, or 95 cents per share in 1964. For the fiscal second quarter or 12-week period ended June 19, 1965, gross income was $8,993,827 as compared to $7,342,313 in 1964. Net income amounted to $779,636, or 35 cents per share, compared with $705,304, or 32 cents per share in the same period last year. All figures have been adjusted for a 25 per cent stock distribution made in December, 1964. The Wometco board of directors declared a regular quarterly dividend of 12½ cents on class "A" stock and 4½ cents on class "B" stock, payable Sept. 15 to stockholders of record Sept. 1. . . . Four drive-in theatres surpassed their per capita sales average of confections for the month of June and each manager has won $25. They are the Boulevard Drive-In, North Dade Drive-In, Davie Blvd. Drive-In (Ft. Lauderdale), and North Andrews Drive-In (Ft. Lauderdale). . . . John Reed, Mayfair, Gordon Spradley, Miami, and Randy Covington, Essex, worked together and were able to arrange for special window displays to honor Wometco Theatres' 40th anniversary this month in the Jordan Marsh and Richards Department Stores, the First Nationlal Bank of Miami, and the downtown Miami and Hialeah offices of the Florida Power & Light Company. In addition, the Florida Power and Light Company featured the Wometco story on its "Builders of South Florida" radio program on station WIOD. Quite a few Miami area radio stations bombarded Wometco with salute on their anniversary day—July 14—and special trailers were secured from various film producers saluting Wometco.

Louis Armstrong marked his 65th birthday recently on Steel Pier, Atlantic City, N. J., and was given a party by George A. Hamid on stage of the Marine Ballroom. Seen, left to right, are George A. Hamid, Jr.; Lavonne Cross, "Miss Steel Pier, 1965," Hamid, Sr., and Armstrong

MEMPHIS

"What was Harlow really like?" asked Plaza Theatre to promote the recent opening of "Harlow." The answer was sought in the form of a contest open to all single blondes 17 thru 26 years. Ken Goderre, manager, had six sponsors for the contest and $1,000 in prizes for the winners. The winner in the "Most Beautiful Blonde" contest was selected on the stage of the theatre. . . . Benoit Theatre, Benoit, Miss., has reopened. Ed Doherty and Grover Wray are now operating the Eureka, Batesville, Miss. W. F. Ruffin Jr. has closed Raco Drive-In, Covington, Tenn., to give the operation needed repairs. The drive-in suffered extensive storm damage. . . . Chickasaw Amusement Company has reopened Skyway Drive In, Humboldt, Tenn. . . . Prairie, Prairie, Du Rocher, Ill., is planning a gala reopening. . . . J. V. Chapman has closed Royal, Newark, Ark. . . . "For ten years the Variety Children's Heart Institute has been giving new hope to children with damaged hearts and other related diseases," wrote Nathan S. Reiss, chairman of the development committee of the Variety Children's Heart Institute, in a letter asking for donations for this Variety Club promotion. "The doctors contribute their time and skills, but gifts alone maintain the clinic building, its equipment, and its staff." . . . Memphis probably will not appeal a Federal Court decision that the city's censorship board is unconstitutional, members of the City of Memphis Commission have stated. Members of the commission may attempt to draw up another law to prohibit the possibility of the showing or exhibition of objectional material. Federal Judge Bailey Brown's decision declaring the local censor law unconstitutional was explained to members of the commission by city attorney Patrick Johnson and his assistant, Clifford Pierce Jr.

NEW HAVEN-HARTFORD

Mrs. Eve Barbanell, formerly on the film buying staff of Interboro Theatres Inc., New York, was named bookkeeper at Weathermaster of New England Inc., local building firm. . . . U.S. Senator and Mrs. Abraham Ribicoff have announced engagement of their daughter, Jan (on Columbia Pictures' home office publicity staff) to Warren Bishop, with a New York stock brokerage firm. A small family wedding will be held in Hartford. . . . Thomas C. Grace, manager, Perakos Eastwood, East Hartford, was named to the East Hartford Development Commission. . . . Sperie P. Perakos, vice-president and general manager, Perakos Theatres, designed a new daily newspaper ad signature cut for the Palace, New Britain, stressing air conditioning and location of free parking space. . . . UMPTOC (United Motion Picture Theatre Owners of Connecticut) will hold its annual golf tournament at the Grassy Hill Country Club (Exit 56, Merritt Parkway) on Monday, Aug. 16. Day's tariff—including lunch, golf, dinner, swimming privileges and door prizes—is $17.50. UMPTOC president George H. Wilkinson, Jr., is honorary chairman. . . . James Tobin, with Stanley-Warner Theatres and Warner Bros. Theatres for 20 years, most recently serving as Western Connecticut district manager, has joined General Cinema Corporation as resident manager of the newly-opened Milford Cinema,

NO "BIDDING"
at La Concha
Flat Rental Only
choose your own
"PLAYING TIME"

Holiday at Atlantic City's ultra-modern La Concha Hotel amid carefree, lavish surroundings.

You'll enjoy spacious accommodations, all-weather swimming pool, beach and sun spots, solarium and sun decks, dining and entertainment on the grand scale. Ample room for meetings and banquets, too . . . and appealing rates.

So come down for a week-end, a week, a month or . . . whatever time you can spare. You'll be glad you did.

(While you bathe and enjoy the luxurious appointments, I'll listen to your buying problems.)
Harry I. Waxmann

La Concha-Montpelier & Boardwalk
ATLANTIC CITY, N. J. 08404

For Phone Reservations *call 609-348-9101*

Wanted

Experienced Theatre Manager. Many Benefits, including retirement plan.

Apply WALTER READE-STERLING, INC.
MAYFAIR HOUSE, DEAL ROAD, OAKHURST, N. J.

in the Connecticut Post Shopping Plaza, Milford. He succeeds John Gudzak, resigned after several months in that capacity. Latter is expected to announce new affiliation shortly. . . . William Oney is new assistant manager of the S-W Garde, New London, replacing Frank Abreu, named manager of the Capitol, Ansonia. . . . Charles Tolis, general manager, Tolis Theatres of Connecticut, and Mrs. Tolis back from a two-week vacation tour of historic sites in Pennsylvania and Ohio. The Tolis Newington, Newington, has completed refurbishing and respacing of seats. . . . SPRINGFIELD, MASS., NOTES: John R. Patno, Jr., Paramount Theatre manager, returned from a Vermont vacation. . . . The Irwin Cohens, operators of the Bijou Cinema, have a new Shoppers Special plan in effect Mondays through Fridays, charging only 50 cents admission from opening to 1:30 p.m. The price then goes to 65 cents for the afternoon. . . . A rock 'n roll show, featuring Lesley Gore, played the 2800-seat Paramount on a recent Sunday night; admission was $4 and $3.

NEW ORLEANS

Gulf States Theatres' twin drive-ins in Jackson, Miss., the Rebel and the Bulldog, will be unveiled August 5th. . . . Gulf States has completed plans to operate the Tammany, 700-seat theatre being erected in the Tammany Mall Shopping Center, Slidell, La. The shopping center is located on old Highway 11 south fringing Slidell, La. . . . WOMPI Jan O'Brien and husband Rick are cradling their first child, daughter Kelly, born June 19. She is formerly of Warner Brothers exchange. . . . Mary T. Becker, a member of WOMPI sustaining crew, is well on the way to recovery after a major operation. Other WOMPI's who have returned to work after illnesses are Charlotte Niemeyer and Evelyn McNulty, both of Universal's inspection department.

CLARK TRANSFER, INC.

Terminals:

- BOSTON, MASS
  818 Albany Street, Roxbury 617-268-4682
- NEW YORK, N. Y.
  603 W. 46th Street . 212-246-0815
- NORFOLK, VA.
  316 South Main Street 703-545-3832
- PHILADELPHIA, PA. (Executive Offices)
  829 North 29th Street 215-232-3100
- RICHMOND, VA.
  312 South 17th Street 703-648-6083
- TAMAQUA (HOMETOWN), PA. 717-668-1727
  RD # 2
- WASHINGTON, D. C. 202-526-4800
  3194 Bladensburg Road, N. E.

PROGRESSIVE ELECTRIC
CONSTRUCTION CO. INC.
240 N. 13th ST. • PHILADELPHIA 7, PA.
35 Years of Theatre Construction
and Maintenance

Mrs. Robert Hanover, right, recently received the A. R. Boyd Award of the Philadelphia Motion Picture Preview Group for her devotion and service to the less fortunate and handicapped, from Mrs. Arthur Goldsmith, president of the group, at the annual luncheon held at the Barclay.

PHILADELPHIA

Ellis Theatres will acquire the Yorktown and Highway from Stanley Warner Theatres on September 1. . . . Eugene Klein, head, National General Corporation, told a meeting of financial analysts at the Warwick Hotel that the company which in the past operated the Fox, would acquire or lease several theatres in the Philadelphia area. The new theatres, part of NGC's $50 million expansion program, will be located in the suburbs and probably in shopping centers, Klein indicated. . . . Jack G. Engel heads a new corporation being formed to erect another Shoney's Big Boy Restaurant in the Philadelphia area similar to his operation on the Roosevelt Boulevard. Several Vine Streeters are committed to the new project. . . . Jack Drucker, convention chairman, Tent 13 Variety Club of Philadelphia, urges those intending to attend the 39th annual convention of VCI to be held in London, England, April 19-22, 1966, get their reservations in early. . . . John Harwan, manager, Mt. Ephriam, Mt. Ephriam, N. J., underwent major surgery at Lady of Lourdes Hospital, Camden, N. J., and is now on the way to recovery. . . . The son of George Beatty, Goldman Theatres, was married in Baltimore, Md., last fortnight.

SAN ANTONIO

Ted Waggoner, manager, Cinema I and Cinema II, North Star Mall, reports some statistics on repeaters attending "The Sound of Music" now in its 16th Week at Cinema II. Many hundreds have seen the film more than once, and at least 100 have seen it more than twice. The musical has been seen by one woman each Wednesday for 14 weeks; a young man employed in a food store in the mall takes time off to see it once a week, and even Mrs. Waggoner has seen it seven times. Reservation requests have been received from every town within 125 miles of San Antonio and most performances, including matinees, are sold out an hour before show time. . . . George Watson, city manager for Interstate, announced that the new 1,000 seater set for the Wonderland Shopping City will be operated on a flexible policy, utilizing roadshows, major current releases and on occasion special closed circuit TV programs. Construction is expected to start shortly. . . . The Majestic, Aztec and Texas, are said to be larger than any motion picture theatre in New York with the exception of the Radio City Music Hall. . . . The Mercantile Bank sponsors news of the day at the Cinema I, North Star Mall. There is a commercial at the opening and close of the newsreel and sponsorship by the bank. . . . George Kaczmar Jr., son of George Kaczmar, manager, Josephine, has joined the staff of the Woodlawn as an usher. . . . William O'Donnell, head of Cinema Arts Theatres, with headquarters in Dallas and his wife Winifred, were visiting and viewed the new curtains and drapes being installed at the Texas, part of a continuing program of redecorating and improvements to the city's circuit theatres, the Texas, Woodlawn, Josephine and Laurel. Painting has also been started on the inside of the Texas and new seats will also be installed. Mrs. O'Donnell is also assisting, having planned and supervised the redecorating of the Woodlawn. She also designed the carpeting at the Woodlawn and at the Bowie in Fort Worth. . . . The San Antonio Express and News, for its Centennial Edition, desires facts about the early history of movies in the city, from the first makeshift nickelodeon in Alamo Plaza to the making of "Wings" in 1926. Information was also desired concerning the Star Film Co., shooting here in 1911, and on the death of Martha Mansfield, one of the top stars of her time, in a fire at Brackenridge Park while making "The Warrens of Virginia" in 1923. . . . "Shenandoah," which opened in Texas prior to its national release, did tremendous biz at the downtown Majestic, and then was moved to the Woodlawn for its first suburban showing, where it is currently in its third week, and has opened in an intensive Drive-In saturation. . . . Two film showings were postponed for a week due to holdovers: "Harlow" is scheduled to open at the Aztec replacing "What's New Pussycat?" (now in its third week) and "The Collector" will open at the Woodlawn where "Shenandoah" is also in its third week. . . . George A. Kaczmar, manager, Josephine, booked the first local showing of "Lord Jim." . . . Al Mozisek, Jr., was winner of the $50 first prize in the "Code Name: Operation Crossbow" contest conducted by Cinema I. . . .

SEATTLE

Film Row's annual golf tournament was held at the Inglewood Golf and Country Club. Numerous prizes for the winners and a dinner-dance concluded the tourney. . . . Dick Carlson has replaced Mary Fay as head booker at United Artists. Carlson comes from the Portland exchange. . . . Free transportation home is now provided by six downtown theatres: The Town, Coliseum, Orpheum, Paramount, Blue Mouse and Fifth Avenue. A ticket to ride a Seattle Transit bus home is available to anyone arriving at any of these six theatres after 6 P.M. weekdays, Sundays, and Holidays. . . . Forty residents of the Park Shore Retirement Home were guests of the Town Theatre last week, marking the inauguration of this new service to patrons of Sterling and Fox-Evergreen theatres. . . . "Harlow" opened at multiple first run theatres this week. . . . "Lord Jim" followed "Cat Ballou" at the Coliseum.

REVIEWS

The famous pink paper SAVEABLE SECTION in which Experienced Trade Analysts evaluate coming product

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 26 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September). It is recommended that readers consecutively save all REVIEWS section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined the every second week, yellow paper SERVISECTION Indexes to the past 12 months' product, and the alternating every second week pink paper REVIEWS, represent a unique informative service to theatremen.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.

MOTION PICTURE EXHIBITOR SHOWMEN'S TRADE REVIEW

SECTION TWO
Vol. 74 No. 2

AUGUST 4, 1965

AMERICAN-INT.

Swingers' Paradise

COMEDY
83M.

AIP
(English-made)
Color

ESTIMATE: Fair comedy for program.

CAST: Cliff Richard, Walter Slezak, Susan Hampshire, Hank B. Marvin, Bruce Welch, Brian Bennett, John Rostill, Melvyn Hayes, Richard O'Sullivan, Una Stubbs, Joseph Cuby, Derek Bond, Gerald Harper. Produced by Kenneth Harper; directed by Sidney J. Furie.

STORY: Cliff Richards and his young friends are employed on a luxury liner as entertainers and waiters until they are put in the water on a raft for nearly sinking the ship. They reach land and manage to get involved in the making of a film directed by veteran filmmaker Walter Slezak. Richard is hired as understudy for oldtime actor Derek Bond, and becomes friendly with novice lead Susan Hampshire, who is nervous about a career in films. The castaways decide to help by making a movie of their own duplicating some of the scenes in Slezak's film, with the aid of script girl Una Stubbs. Richard acts as Hampshire's leading man until the film is finished, though Slezak discovers the plot and makes things difficult for them. Both of them finish their films, and both have some good and bad points. They edit the two down to one hit film, which is well-applauded at its unveiling with Richard a hit as a director and leading man. He also learns that Slezak is to be his father-in-law as Hampshire is his daughter.

X-RAY: Comedy, music, color, nonsense, a lightweight plot, some cute nostalgic bits and imitations of film and characters from the past etc. are all to be found here along with fair performances, direction, and production. It should do fine as part of the program, with audience appeal spread over a wide age range. The story and screenplay are by Peter Myers and Ronald Cass.

AD LINES: "Romance And Fun Abound In 'Swingers' Paradise"; "A Cute Comedy Calculated To Chase Your Blues Away."

BUENA VISTA

The Monkey's Uncle

COMEDY
87M.

Buena Vista
(Technicolor)

ESTIMATE: Fair Disney family-type comedy.

CAST: Tommy Kirk, Annette, Leon Ames, Frank Faylen, Arthur O'Connell, Leon Tyler, Alan Hewitt, Cheryl Miller, Norman Grabowski, Connie Gilchrist, Gage Clarke, Mark Goddard, Harry Holcombe, Alexander Lockwood, Harry Antrim, The Beach Boys, Stanley, the Chimp. Produced by Walt Disney; co-producer; Ron Miller; directed by Robert Stevenson.

STORY: Screwball college genius Tommy Kirk legally adopts Stanley the chimpanzee while trying to prove he can perform on the level of a college student if given the proper intellectual environment. One of the methods Kirk uses is sleep teaching. He gets a chimp sitter, Cheryl Miller, and this, plus all the attention he gives Stanley, makes his girl, Annette, jealous. The college board of regents is divided pro and con over football with judge member Leon Ames getting muscle-bound knotheads Norman Grabowski and Leon Tyler on the team and enlisting Kirk's aid in getting them through their examinations without cheating. Professor Alan Hewitt and trustee Frank Faylen are aligned as the anti-football, anti-cheating opposition. Harmless nut Arthur O'Connell arrives, offers Ames 10 million dollars for the college if it can be proven that a man-powered flight is possible. Ames again enlists the aid of Kirk who finally succeeds in making a weird flying contraption to take off like a bird, but O'Connell's check is no good and the men in white coats take him away. Football at the college is saved with Hewitt and Faylen admitting defeat, as Kirk's flying endeavors have proven successful even though they end in a hog wallow.

X-RAY: Following the familiar Disney pattern, this entry is only a fair college comedy, with the major fault some overacting by Leon Ames. Things also suffer from the apparent non-jelling of the several different components of the pilot concocted by Tom and Helen August. Technically the film is first rate on all counts and the flying action, when it finally gets started in the last real or so, is okay. The chimpanzee business is just so much padding with the animal not being the best trained to appear on the screen. Annette is cute; but has little to do. There is one rock and roll song, "The Monkey's Uncle," heard over the titles by The Beach Boys, and there are a few good laughs. The casting is also good, but this production does not come up to Disney's high standards.

AD LINES: "Another Wacky Walt Disney Comedy"; "A Way-Out Comedy Of A College Genius And His Inventions—A Sleep Teaching Device And A Man-Powered Flight."

COLUMBIA

Arizona Raiders

WESTERN
88M.

Columbia
(Technicolor)
(Techniscope)

ESTIMATE: Good western entry with color added.

CAST: Audie Murphy, Michael Dante, Ben Cooper, Buster Crabbe, Gloria Talbott, Ray Stricklyn, George Keymas, Fred Krone, Willard Willingham, Red Morgan, Fred Graham. Produced by Grant Whitock. Directed by William Witney.

STORY: Embittered at the outcome of the Civil War, Ben Cooper and Audie Murphy, ex-Confederates, finding family and lands destroyed join the guerrilla band headed by Fred Graham, (Quantrell). Graham is mortally wounded by pursuing U. S. Cavalry, led by captain Buster Crabbe. Graham's vicious hechmen, George Keymas and Michael Dante escape a trap, but Cooper and Murphy are captured and sentenced to jail terms while Keymas forms another band of outlaws in Arizona. Cooper and Murphy escape, but are recaptured and sent to Arizona where they meet Crabbe, who spoke up for them at the trial. As head of the Arizona rangers, he offers them pardons if they will help round-up the outlaws. They agree and meet another ranger for instructions who turns out to be Ray Stricklyn, Murphy's brother. Keymas and Dante decide to move in with some peaceful Indians and Gloria Talbott, the chief's daughter, interpret's their demands to her father, who refuses them shelter, and many Indians are killed. Murphy, Cooper and Stricklyn locate them and Murphy kills Keymas in a duel. Murphy pretends friendship for a suspicious Dante and they plan a train robbery. Stricklyn fears Murphy is reverting to being an outlaw and is killed by one of the gang when he draws on Murphy. The Indians attack and Cooper goes for Crabbe but is killed by Dante. Murphy is forced to help in the robbery protected by Crabbe and his men. The latter are overcome and the outlaws get away pursued by the Indians. Murphy takes on Dante, kills him, and the fight is over.

X-RAY: There's a goodly amount of action, intrigue and gun play to be found in this western patterned on other entries featuring Audie Murphy. The attention of western fans should be held pretty much throughout. The acting, direction and production are efficient, and it should do okay as part of the program. The use of color is an asset. The screenplay is by Alex Gottlieb and Mary and Willard Willingham, based on a story by Frank Gruber and Richard Schayer.

AD LINES: "Blazing Guns Shatter The Peace of the West;" "Arizona Rangers In Action."

EMBASSY

Casanova '70

COMEDY
113M.

Embassy
(Color)
(Italian-made)
(English Titles)

ESTIMATE: Fun and romance Italian style.

CAST: Marcello Mastroianni, Virna Lisi, Michele Mercier, Marisa Mell, Marco Ferreri, Enrico Maria Salerno, Guido Alberti, Margaret Lee, Rosemarie Dexter, Yolanda Modio, Seyna Seyn. Produced by Carlo Ponti; directed by Mario Monicelli.

STORY: Italian NATO officer Marcello Mastroianni has troubles romancing his women and only gets the proper thrill after going through danger to win the favors of his femmes. After several inadequate sessions with attractive girls, he decides to consult a psychiatrist, Enrico Maria Salerno, who has problems of his own. He decrees that Mastroianni is impotent and the only way he can overcome this is to go through phases of danger prior to his assignations. He tells him that his life could be in danger and suggests that he indulge in platonic relationships. At a resort, he meets Virna Lisi, vacationing with her family, and is intrigued by her innocent charm. He proposes marriage, as this could be platonic, but his old sexual urge takes hold and he goes after a female lion tamer in her cage, the wife of his commanding officer, a lass waiting for a doctor to declare her okay for her impending marriage, and a prostitute who is said to leave an evil mark on all who come in contact with her. He also goes after Marisa Mell, wife of jealous count Marco Ferreri, who is supposedly deaf. He gets into their castle and succombs to Mell's idea to kill the count, but the latter decides to turn the tables and kill Mastroianni instead. An accident kills the count and Mastroianni goes on trial for murder, but is freed when the count's feigned deafness is discovered. Mastroianni marries Lisi and promises to reform, but on his wedding night he gets the compulsion to navigate the narrow ledge outside her window high above the city to enter her room.

X-Ray: Good looking women appear on all sides, and Mastroianni tries to make love to them all. The complications that result make for a funny and entertaining film, especially for adults, who like their screen fare a bit on the spicy side. Interest is well maintained throughout, and the acting, direction and production are good, though a mite of trimming would have improved the end result. The screenplay is by Furio Scarpelli, Agenore Nncrocci and Mario Monicelli, based on a story by Tonino Guerra. Use of color enhances the production considerably.

Ad Lines: "The Greatest Lover Of Them All In The Funniest Film Of Them All"; "Fun And Romance Italian Style Means Great Entertainment For Adults."

UNIVERSAL

Dark Intruder

Melodrama
59M

Universal
(6525)

Estimate: Okay program filler.

Cast: Leslie Nielson, Gilbert Green, Charles Bolender, Mark Richman, Judi Meredith, Werner Klemperer, Peter Brocco, Vaughn Taylor, Harriett Vine. Produced by Jack Laird; directed by Harvey Hart.

Story: Leslie Nielson poses as a wealthy playboy at the turn of the century in San Francisco, but in reality, he works with the police to solve many crimes. He is called in on a number of related killings by commissioner Gilbert Green. The victims were all clawed, and a small oriental-type statue was found near the bodies. Nielsen discovers that the statues signify an ancient demon spirit who must kill seven times before it may enter the body of another human, which can better serve its evil designs. Old friend Mark Richman appears troubled on the eve of his marriage, claiming he has been feeling ill and acting strangely. Nielsen attempts to calm him, but Richman goes to a fortune teller. Nielsen does some checking and learns that each of the people murdered had some sort of connection with Richman since birth. It turns out that Richman had a twin that was separated from him at birth and the twin has been killing off people who could reveal his existence while preparing to take over Richman's body. At the wedding, his fiancee discovers that the man she is kissing is not really Richman and Nielsen and the police step in to see that justice is done.

X-Ray: This short entry may have been made originally as a television plot which never became a series, whereupon release as a supporting feature for the program may be in order. The story holds interest adequately with its suspense, mystery, killings, etc. Acting, direction and production are adequate and it serves its purpose. Barre Lyndon wrote the screenplay.

Ad Lines: "The Mysteries Of Yesteryear Become Today's Thriller"; "Murder In San Francisco—A Thrilling Tale Of Mystery And Suspense."

That Funny Feeling

Comedy
93M.

(6523)
Universal
Color

Estimate: Amusing entry.

Cast: Sandra Dee, Bobby Darin, Donald O'Connor, Nita Talbot, Larry Storch, James Westerfield, Leo G. Carroll, Gregory Shannon, Robert Strauss, Ben Lessy, Frank Killmond. Produced by Harry Keller; directed by Richard Thorpe.

Story: When Sandra Dee, who carries a hat box and aspires to be an actress, and executive Bobby Darin collide several times on the street, it leads to a date request. She agrees, giving the address where Darin lives. It seems that she has been working as a maid to make ends meet by cleaning up apartments. The apartment address she gives is his, since Dee is ashamed to give her real address, where she occupies a room with Nita Talbot. He goes along with the situation asking boss Donald O'Connor to put him up until the situation is resolved. O'Connor is nervous because he has been using Darin's apartment to hide some valuable paintings from his wife, who is suing him for divorce. Darin and Dee realize they are falling in love after several dates, and each begins to be concerned about how they are getting in deeper and deeper in the deception. Attempts to clear matters lead to the revelation of their true identities, and, after some complications, they get things straightened out and marriage looms in the near future.

X-Ray: This entry is amusing and pleasant and should please most viewers, despite its length and dependence on a single plot gimmick. The lightweight screenplay by David R. Schwartz produces some funny moments. Efficient performances and okay direction and production help and the use of color to dress the attraction is a positive asset to the show.

Ad Lines: "Fun For The Whole Family"; "She Used His Apartment But He Didn't Mind Because He Had 'That Funny Feeling'."

FOREIGN

And So To Bed

Drama
112M.

Medallion
(German-made)
(English dialogue)

Estimate: Cute import on long side for adults only.

Cast: Hildegard Knef, Thomas Fritsch, Alexandra Stewart, Martin Held, Daliah Lavi, Peter van Eyck, Nadja Tiller, Peter Parten, Daniele Gaubert, Angelo Santi, Lilli Palmer, Paul Hubschmid (in order of appearance). Produced by Stadhalle Films; directed by Alfred Weidenman.

Story: Hildegarde Knef, an expensive call girl, is paid by a party of students to seduce an innocent, Thomas Fritsch. The latter believes that he has the knack and continues his amorous experiences with Alexandra Stewart, the wife of his elderly professor, Martin Held. The latter, while on a trip, winds up spending the night with Daliah Lavi, a secretary. Boss of the company Peter van Eyck, needing an accommodating new secretary, persuades Lavi to give the job a try as well as the fringe benefits. He seeks out his wife, Nadja Tiller, from whom he is separated, but nothing comes of this. She, instead, turns to young student Peter Parten, becoming his patroness. Parten, however, likes Daniele Gaubert, daughter of a visiting French general. After a brief affair, she is attracted to handsome hotel bellhop Angelo Santi. The latter reluctantly becomes involved, and when caught by the manager in a compromising situation, is about to be fired until famous actress Lilli Palmer appears and takes a liking to him. She engages him for a bit part in her next film, which also entails some extra-curricular activities. After the film is completed, she leaves town but can't get sleeping accommodations on the train. Diplomat Paul Hubschmid offers his compartment and eventually winds up sharing same with her. They part amicably the next day as she meets the press. Hubschmid, while at a bar, meets Knef.

X-Ray: The male and female at work and play have a series of meetings and adventures, and what results should be interesting to the adult art house and exploitation spot set. Attention is well maintained; the acting is good; and the production values are efficient. No screenplay credits were available, but the story travels the same ground as the famous "La Ronde."

Ad Lines: "Sex Is Here To Stay, According To This Tale Of Men And Women Seeking Fun And Romance"; "Male And Female At Work And Play—For Adults Only."

DO SAVE . . . pink REVIEWS

They provide a permanent evaluation of all features as caught by our skilled reviewers. Pages are cumulatively numbered and indexed, and punched for a standard ring binder. Establish your seasonal set.

Before The Revolution

Drama
112M.

New Yorker Films
(Italian-made)
(English titles)

Estimate: Interesting adult import.

Cast: Adriana Asti, Francesco Barilli, Allen Midgette, Morando Morandini, Cecrope Barilli, Cristina Pariset. Written and directed by Bernardo Bertolucci.

Story: Francesco Barilli is a young Marxist idealist from a comfortable family in Parma who decides to give up Cristina Pariset, a beautiful but conventional upper class girl he was destined to marry. He has a difference of opinion with a close friend, who is drowned during a swim. Full of remorse, he is comforted by a young aunt, Adriana Asti, only a few years older than he, who has come for a visit. Their relations become close, and soon they are secret lovers. He takes her to visit Morando Morandini, a teacher friend and fellow Marxist, who is his intellectual and spiritual advisor. The two get along well. Asti takes Barilli to visit a friend, an aging aristocrat facing ruin, and Barilli has nothing but contempt for the older man and his feelings. This upsets Asti to the point that she leaves Parma with the help of Morandini. Barilli later confesses to Morandini that he is disillusioned with politics and the inaction of the party. He eventually gives up his revolt against everything and everyone conventional and seeks out Pariset for marriage. Asti winds up desperately embracing Barilli's younger brother.

X-Ray: Herein is the story of a young Italian caught in a political morass who seeks consolation in the comforts of sex. Tiring of both, he eventually conforms to the dictates of society and agrees to marriage and a "life of normalcy." Interest is well maintained for the adult art house audience, but could have been heightened by some cutting and a sharper resolution of the conflicts of the youth. Performances are good and direction and production are impressive.

Ad Lines: "He Tried To Mix Love And Politics; The Result Is An Unusual Drama"; "Another Prize Winner From The Cannes Film Festival of 1964."

The Eye Of The Needle

Comedy Drama
97M.

Eldorado
(Italian-made)
(English titles)

Estimate: Sex farce may interest art house crowd.

Cast: Vittorio Gassman, Annette Stroyberg, Gerald Blain, Nino Castelnuovo, Gino Cervi, Mariangela Guordano, Ernesto Calindri, Leopoldo Trieste. Directed by Marcello Andrei.

Story: Gerard Blain and friend Nino Castelnuovo attend a belly dancer show which stimulates the passions of the two young Sicilians. On the way home, they take shelter in an abandoned farm house during a downpour. They find that Annette Stroyberg, one of the prettiest girls in town, has also taken shelter there and has removed her wet clothes. Blain seduces her first and later Castelnuovo joins him outside. They are seen leaving by Stroyberg's friend, Mariangela Giordano, and Stroyberg informs her that she has been forcibly seduced by both. When the word spreads, Stroyberg's father goes looking for them with a gun, but the police reach them first and put them in protective custody. Blain wouldn't mind marrying her, but he doesn't want to because his pal shared the girl. Blain's father hires Mafia-connected lawyer Vittorio Gassman to defend him, and he and Castelnuovo's lawyer try to make the other appear the real villain. Proof emerges in court that Castelnuovo was impotent, which gives Blain a chance to marry Stroyberg with honor. Giordano, who loves Castelnuovo, doesn't believe the court evidence, and they get together.

X-Ray: Once again, Sicily, one of the few remaining places where sex is forbidden until after marriage, is the setting for a comedy drama involving some of today's youngsters, their morals, and their elders. The outcome is one that should entertain the art house set fairly well. The story holds interest, and acting, direction, and production come off well.

Ad Lines: "Sex In Sicily Means Trouble, Trouble, And More Trouble"; "Four Youngsters Are In Love In Sicily . . . And The Result Is Sicilian Confusion."

IT'S THIS EASY: fill in data below . . . attach cash, check or money order in the desired amount . . . and send this stub to—
MOTION PICTURE EXHIBITOR, 317 N. Broad Street, Philadelphia 7, Pa.

Please check √
ONE YEAR 50 Issues $2.00
TWO YEARS 100 Issues $3.50
THREE YEARS 150 Issues $5.00
Foreign—$5.00 per yr.

Theatre or Firm ____________
Mailing Address ____________
____
City ____________ State ____________
If copies are to be addressed to an individual, please state:
Individual's Name ____________ Title ____________

Opinion Maker of the Motion Picture Industry!

U.S. MAIL

There is no other service as complete, as accurate, or as accessible as the
REVIEWS
at which you are looking
•
TO HAVE IT SERVE YOU REGULARLY, BECOME A REGULAR SUBSCRIBER TO
MOTION PICTURE EXHIBITOR

ALPHABETICAL GUIDE TO 307 Feature Reviews

This Index covers features reviewed thus far during the 1964-65 season in addition to features of the 1963-64 season, reviewed after the issue of Aug. 19, 1963.—Ed.

A

Across The River—85m.—Misc. 5266
Adventures Of Scaramouche, The—98m.—Emb ..5233
Agent 8-¾—98m.—Cont. 5301
Americanization Of Emily, The—115m.—MGM ..5225
Amorous Adventures of Moll Flanders, The —126m.—Par. 5286
And So To Bed—112m.—For. 5306
Andy—86m.—U 5250
Anatomy Of A Marriage (My Days With Jean-Marc)—96m.—For. 5234
Anatomy Of A Marriage (My Nights With Francoise)—97m.—For. 5234
Apache Rifles—92m.—Fox 5230
Ape Woman, The—97m.—Emb. 5210
Arizona Raiders—88m.—Col. 5305
Art Of Love, The—99m.—U 5283
Atragon—88m.—A-I 5245
Awful Dr. Orlof, The—90m.—For. 5291

B

Baby, The Rain Must Fall—100m.—Col. 5245
Back Door To Hell—68m.—Fox 5234
Bambole—111m.—For. 5303
Banana Peel—97m.—For. 5255
Battle of The Villa Fiorita, The—111m.—WB 5287
Bay Of Angels—85m.—For. 5251
Beach Blanket Bingo—98m.—A-I 5285
Bebo's Girl—94m.—Cont. 5237
Before The Revolution—112m.—For. 5306
Black Spurs—81m.—Par. 5282
Black Torment, The—88m.—For. 5263
Blood On The Arrow—91m.—AA 5237
Bounty Killer, The—92m.—Emb. 5294
Boy Ten Feet Tall, A—88m.—Par. 5246
Brain, The—83m.—For. 5263
Brainstorm—114m.—WB 5283
Bus Riley's Back In Town—93m.—U 5263
Bus, The—62m.—Misc. 5290

C

Caddy, The—95m.—Par.—Re. 5222
Carry On Spying—87m.—For. 5251
Casablan—63m.—For. 5263
Casanova '70—113m.—Embassy 5305
Cat Ballou—96m.—Col. 5281
Cheyenne Autumn—145m.—WB 5223
Circle Of Love—105m.—Cont. 5269
Clarence, The Cross-Eyed Lion—98m.—MGM ..5254
Code 7, Victim 5—88m.—Col. 5229
Collector, The—119m.—Col. 5285
Cool World, The—105m.—Misc. 5224
Castle Of Blood—85m.—Misc. 5211
Conquered City—91m.—A-I 5257
Contempt—99m.—Emb. 5218
Crack In The World—96m.—Par. 5254
Curse Of The Mummy's Tomb, The—81m.—Col. 5249
Curse Of The Stone Hand—72m.—Misc. 5266

D

Dark Intruder—59m.—U 5306
Dear Brigitte—100m.—Fox. 5250
Dear Heart—114m.—WB 5239
Diary Of A Bachelor—88m.—A-I 5217
Diary Of A Chambermaid, The—97m.—For. ..5264
Die Die My Darling—97m.—Col. 5273
Dingaka—98m.—Emb. 5285
Disorderly Orderly, The—90m.—Par. 5238
Dragon Sky—95m.—For 5212
Dr. Terror's House of Horrors—98m.—Para. ..5275

E

East Of Sudan—84m.—Col. 5253
Earth Dies Screaming, The—62m.—Fox 5226
Eleanor Roosevelt Story, The—90m.—Misc. 5290
Emil And The Detectives—99m.—BV 5221
Eva—115m.—For. 5295
Eye Of The Needle, The—97m.—For. 5307

F

Face Of War, The—105m.—For 5243
Face Of The Screaming Werewolf—60m.—Misc. .5266
Fail Safe—111m.—Col. 5213
Family Jewels, The—100m.—Para. 5294
Fanny Hill—104m.—For 5279
Fascist, The—102m.—Emb. 5297
Father Goose—115m.—U 5231
Fate Is The Hunter—106m.—Fox 5214
Ferry Cross The Mersey—86m.—UA 5250
Finest Hours, The—114m.—Col. 5217
First Men In The Moon—103m.—Col. 5221
Flesh Eaters, The—90m.—Misc. 5224
Flower Drum Song—131m.—U—Re. 5287
Fluffy—92m.—U 5275
Fool Killer, The—98m.—AA-Landau 5277
Fort Courageous—72m.—Fox 5278
Four Days In November—120m.—UA 5223

G

Genghis Khan—124m.—Col. 5277
Get Yourself A College Girl—86m.—MGM 5233
Girl Happy—96m.—MGM 5246
Girls On The Beach, The—80m.—Par. 5282
Glory Guys, The—112m.—UA 5302
Go-Go Big Beat—83m.—For. 5295
Go Go Mania—70m.—A-I 5285
Goldfinger—108m.—UA 5231
Goodbye Charlie—117m.—Fox 5226
Gorgon, The—83m.—Col. 5249
Godzilla Vs The Thing—90m.—A-I 5213
Great Race, The—150m.—WB 5298
Greatest Story Ever Told, The—221m.—UA 5254
Guide, The—120m.—For. 5259
Gunfighters of Casa Grande—92m.—MGM 5274
Guns Of August, The—99m.—U 5239
Guns At Batasi—103m.—Fox 5210

H

Hallelujah Trail, The—156m.—UA 5294
Hamlet—187m.—WB-Electronovision 5220
Harlow—109m.—Misc. 5287
Harlow—125m.—Par. 5297
Harvey Middleman, Fireman—75m.—Col. 5301
Having A Wild Weekend—91m.—WB 5302
Hercules In The Haunted World—84m.—For. ..5212
Hercules, Samson, And Ulysses—85m.—MGM. ..5282
Hercules vs The Giant Warriors—94m.—For. ..5291
High Infidelity—130m.—For. 5303
High Wind In Jamaica, A—104m.—Fox 5286
Horrible Dr. Hichcock, The—76m.—For. 5291
Horror Of It All, The—76m.—Fox 5222
How To Murder Your Wife—118m.—UA 5247
How To Stuff A Wild Bikini—93m.—AIP 5301
Hush, Hush, Sweet Charlotte—133m.—Fox 5247
Hysteria—86m.—MGM 5269

I

Il Successo—103m.—Emb. 5286
I'll Take Sweden—96m.—UA 5290
Image Of Love—90m.—Misc. 5299
Imitation Of Life—124m.—U—Re. 5287
In Harm's Way—165m.—Para. 5269
Inheritance, The—60m.—Misc. 5234
Invitation To A Gunfighter—92m.—UA 5223
Ipcress File, The—108m.—U 5298
I Saw What You Did—82m.—U. 5283

J

John Goldfarb, Please Come Home—96m.—Fox .5230
Joy House—98m.—MGM 5225
Joy In The Morning—103m.—MGM 5261

K

Kimberley Jim—82m.—Emb. 5278
Kisses For My President—113m.—WB 5211
Kiss Me, Stupid—126m.—Misc. 5242
Kitten With A Whip—83m.—U 5226
Knack, The—And How To Get It—84m.—UA ...5299

L

Last Man On Earth, The—86m.—A-I 5241
Last Woman Of Shang, The—107m.—For. 5264
Laterna Magika—119m.—For. 5212
Les Abysses—90m.—For. 5234
Let's Talk About Women—108m.—Emb. 5218
Lili—81m.—MGM—Re. 5226
Lilith—114m.—Col. 5213
Living Between Two Worlds—78m.—Misc. 5220
Lord Jim—154m.—Col. 5257
Lost World Of Sinbad, The—90m.—A-I 5261
Love Ala Carte—98m.—For. 5243
Love Goddesses—82m.—Cont. 5258
Love Has Many Faces—105m.—Col. 5253
Luck Of Ginger Coffev,The—100m.—Cont. 5217

M

Maedchen In Uniform—91m.—For. 5303
Major Dundee—124m.—Col. 5261
Malamondo—79m.—For. 5234
Male Hunt—92m.—For. 5291
Man From Button Willow, The—84m.—Misc. ...5251
Man In The Dark—80m.—U 5250
Man Who Couldn't Walk, The—63m.—For. 5264
Man Who Walked Through The Wall—99m.—For. 5235
Mara Of The Wilderness—90.—AA 5293
Marriage Italian Style—102m.—Emb. 5241
Mary Poppins—140.—BV 5209
Master Spy—71m.—AA 5209
Masquerade—101m.—UA 5278
McHale's Navy Joins The Air Force—90m.—U. .5290
Mediterranean Holiday—128m.—Cont. 5221
MGM's Big Parade Of Comedy—89m.—MGM ...5210
Mirage—109m.—U 5287
Mister Moses—113m.—UA 5275
Mme. Olga's Massage Parlor—70m.—Misc. 5266
Model Murder Case, The—90m.—For. 5264
Mondo Pazzo—94m.—For. 5251
Monkey's Uncle, The—87m.—BV 5305
Moro Witch Doctor—61m.—Fox 5230
Morituri—123m.—For. 5302
Murder Ahoy—93m.—MGM 5214
My Baby Is Black—80m.—For. 5279
My Blood Runs Cold—104m.—WB 5270
My Fair Lady—170m.—WB 5227
My Wife's Husband—85m.—For. 5255

N

Naked Brigade, The—99m.—U 5278
Naked Kiss, The—92m.—Misc. 5227
Nasty Rabbit, The—85m.—Misc. 5243
New Angels, The—94m.—For. 5295
Night Train To Paris—65m.—Fox 5219
Nightmare In The Sun—81m.—Misc. 5231
Night Walker, The—86m.—U. 5242
None But The Brave—105m.—WB 5255
Nothing But A Man—92m.—Misc. 5259
Not On Your Life—90m.—For. 5270
Nutty, Naughty Chateau—102m.—For. 5232

O

Of Human Bondage—98m.—MGM 5214
One Way Pendulum—90m.—For. 5255
Onibaba—104m.—For. 5264
Only One New York—75m.—Emb. 5218
Operation Crossbow—116m.—MGM 5274
Operation Snafu—93m.—A-I 5257
Outlaws Is Coming, The—89m.—Col. 5245
Outrage, The—97m.—MGM 5219
Over There—1914-1918—90m.—For. 5265

P

Pajama Party—83m.—A-I 5229
Pessionate Thief, The—100m.—Emb. 5210
Pattern For Plunder—85m.—For. 5235
Pawnbroker, The—114m.—AA-Landau 5273
Pleasure Seekers, The—107m.—Fox 5242
Psycho—109m.—Par.—Re. 5247
Pumpkin Eater, The—110m.—For. 5228

Q

Quick Before It Melts—98m.—MGM 5238
Quo Vadis—168m.—MGM—RE. 5214

R

Raiders From Beneath The Sea—73m.—Fox 5247
Rattle Of A Simple Man—96m.—Cont. 5237
Ready For The People—54m.—WB 5227
Red Desert—116m.—For. 5255
Red Lanterns—85m.—For. 5271
Requiem For A Gunfighter—91m.—Emb. 5297
Rio Conchos—107m.—Fox 5219
Rotten To The Core—90m.—For. 5303
Rounders,The—85m.—MGM 5246
Roustabout—101m.—Par. 5230

S

Samson vs The Giant King—91m.—For. 5291
Sandokan The Great—110m.—MGM 5274
Sandpiper, The—116m.—MGM 5297
Santa Cleus Conquers The Martians—80m.—Emb. 5230
Satan Bug, The—114m.—UA 5262
Scarlet Letter, The—72m.—Misc. 5290
Seance On A Wet Afternoon—115m.—For. 5235
Seaside Swingers—94m.—Emb. 5289
Secret Door, The—72m.—AA 5209
Secret Invasion, The—95m.—UA 5215
Secret Of Blood Island, The—84m.—U 5279
Secret Of Magic Island, The—63m.—Emb. 5278
Send Me No Flowers—100m.—U 5211
7 Dwarfs To The Rescue, The—84m.—For. 5265
Seven Surprises—77m.—For. 5235
Sex And The Single Girl—114m—WB 5242
She—106m.—MGM 5274
Shenandoah—105m.—U 5279
Ship Of Fools—150m.—Col. 5281
Signpost To Murder—79m.—MGM 5238
Sing And Swing—75m.—U 5211
Ski Party—90m.—A-I 5293
Slave Trade In The World Today—86m.—Cont. .5233
So Dear To My Heart—82m.—Re.—BV 5217
Sons Of Katie Elder, The—122m.—Par. 5298
Sound Of Music, The—174m.—Fox 5258
Strange Bedfellows—98m.—U 5239
Sweet And Sour—98m.—For. 5260
Swingers' Paradise—83m.—AIP 5305
Swingin' Summer, A—80m.—Misc. 5266
Sword Of Ali Baba—81m.—U 5270
Sylvia—115m.—Par. 5249
Symphony For A Massacre—115m.—For. 5295
Synanon—107m.—Col. 5282

T

Taboos of the World—97m.—A-I 5273
Taggart—85m.—U 5239
Terrace, The—90m.—For. 5243
T-a-m-i Show, The—113-½m.—Misc. 5231
Tattooed Police Horse, The—48m.—BV 5225
Taxi For Tobruk—90m.—For. 5265
Thank Heaven For Small Favors—84m.—For. ..5265
That Funny Feeling—93m.—U. 5306
These Are The Dammed—77m.—Col. 5301
Third Day, The—119m.—WB 5299
Tickle Me—90m.—AA 5293
36 Hours—115m.—MGM 5233
Those Calloways—131m.—BV 5229
Those Magnificent Men In Their Flying Machines—133m.—Fox. 5289
Three Penny Opera—83m.—Emb. 5237
Time Travelers, The—82m.—A-I 5225
Tomb Of Ligeia—81m.—AI. 5253
Topkapi—120m.—UA 5215
Town Tamer—89m.—Para. 5302
Train, The—133m.—UA 5259
Truth About Spring, The—102m.—U 5270
Two On A Guillorine—107m.—WB 5247

U

Umbrellas Of Cherbourg, The—90m.—For. 5243
Unearthly Stranger—68m.—A-I 5241
Up From The Beach—99m.—Fox 5289

V

Very Special Favor, A—104m.—U 5298
Vice And Virtue—103m.—MGM 5262
Visit, The—100m.—Fox 5214
Von Ryan's Express—117m. —Fox 5286
Voyage To The End Of The Universe—81m.—A-I 5213

W

War-Gods Of The Deep—85m.—A-I 5293
War Of The Zombies, The—85m.—A-I 5281
War Party—72m.—Fox 5262
What's New Pussycat?—108m.—UA 5294
Where Love Has Gone—114m.—Par. 5222
White Voices—93m.—For. 5295
Why Bother To Knock?—88m.—For. 5244
Wild Seed, The—99m.—U. 5263
Witchcraft—79m.—Fox 5222
Woman In The Dunes—123m.—For. 5236
Woman Is A Woman, A—80m.—For. 5248
Woman Of Straw—117m.—UA 5215
Woman Who Wouldn't Die, The—84m.—WB. ..5283
World Of Abbott and Costello, The—75m.—U...5275
World Of Suzie Wong, The—129m.—Par.—Re. .5262
World Without Sun—93m.—Col. 5241

Y

Yellow Rolls-Royce, The—122m.—MGM 5246
Yolanta—82m.—For. 5265
Young Cassidy—110m.—MGM 5258
Young Dillinger—102m.—AA 5277
Young Lovers, The—108m.—MGM 5222
Youngblood Hawke—137m.—WB 5227
Young Fury—80m.—Par. 5249
Your Cheatin' Heart—99m.—MGM 5222
You're Never Too Young—102m.—Par.—Re. 5222

Z

Zebra In The Kitchen—93m.—MGM 5262
Zorba The Greek—142m.—Fox 5238

MOTION PICTURE EXHIBITOR
SHOWMEN'S TRADE REVIEW

AUGUST 4, 1965
SECTION THREE
Vol. 74 No. 2

EXPLOITATION

ACTUAL PROMOTIONS from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.

This special section is published every-second-week as a separately bound, saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each saveable section represents current submissions by theatremen and promotion plans from distributors that have originality and ticket selling force. Exhibitors are invited to submit campaigns on specific pictures or institutional ideas. Add EXPLOITATION to your permanent theatre library. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna.—19107.

Columbia Bans Adjectives; "Ship" Seeks "Word Of Mouth"

NEW YORK — Columbia Pictures bared one of the industry's most well-known "secrets" in an unusual full-page advertisement headlined "The day the adjectives ran out" in the New York Times heralding the July 28 world premiere of Stanley Kramer's "Ship of Fools" at New York's Victoria and Sutton Theatres. The secret is one the public has known for a long time—that 50 years of hyperbole and superlatives in film advertising have dulled moviegoer's credence.

"Every picture that comes down the pike," the ad states, "is supposed to be the greatest. The biggest! 'The picture the world has been waiting to see!' . . . 'A rare cinematic experience!' . . . 'Savage!' . . . Haunting!' . . . 'Searing its way into your heart!'" The ad concedes that this continual over-sell may have lost its effectiveness and that it has left Columbia Pictures literally "adjectiveless." Thus, when faced with the problem of presenting Stanley Kramer's screen version of Katherine Anne Porter's widely-hailed and best-selling novel to the public, Columbia laid its cards on the table.

The ad simply tells the readers when and where the picture will open and relies on the judgment of the toughest jury in the world — the public—to declare their verdict via the most potent merchandising tool in exhibition, "word of mouth."

"Word of mouth," the theme of the massive all-media "Ship of Fools" campaign, is also the key to an extensive three-week radio saturation campaign in the New York metropolitan area.

Created by Stan Freberg, the nearly 500 spots follow the unusual "word of mouth" theme. The advertisements dramatize an advertiser's predicament when shorn of his adjectives.

"Darling" In Paperback

The novelization of "Darling," Joseph E. Levine presentation starring Laurence Harvey, Dirk Bogarde and Julie Christie, will be published in paperback form by New American Library. The first edition, which will feature artwork and credits from the Embassy Pictures release on front and back covers, will be available at retail book outlets throughout the United States and Canada on September 15, coinciding with the film's national release.

An acid investigation of today's fast-living jet-set society, "Darling" was England's official entry at the rcent Moscow Film Festival and will participate in the Montreal Film Festival.

Tests And Surveys Forecast Big "Laurel And Hardy's Laughing 20's"

NOW
collector

This display of unusual and beautiful butterflies was exhibited recently near the street entrance of the Playhouse, Washington, D. C., on loan from the Department of Entomology of the Smithsonian Institution. It attracted many a passer-by to Columbia's "The Collector."

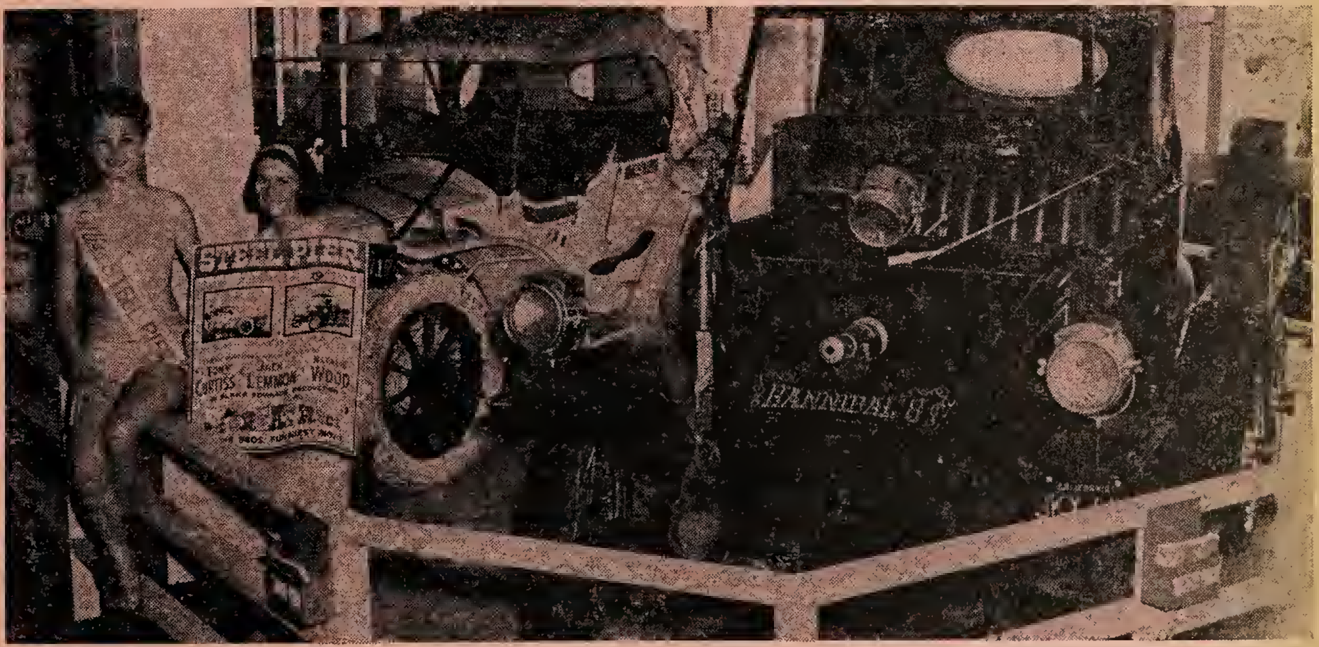
MGM believes it can safely predict that exhibitors will laugh all the way to the bank when "Laurel and Hardy's Laughing 20's," a Robert Youngson production, is released in September. This prediction is based on two highly successful test engagements, on an audience survey by an outstanding survey organization which clocked 253 laughs, a 30-year record for their firm, to which they attested in a notarized statement, and on an appraisal of the ad campaign by a panel of agency experts.

"Laurel and Hardy's Laughing 20's," the first full-length compilation of their funniest scenes, had a test engagement in Richmond, Virginia, at the Westhampton Theatre, where it did nearly double their house average, racking up the best business in 11 months and was held for a second week; and a second test engagement in Tucson, Arizona, at the Fox Theatre, where it did more than 50% over average and was also held over a second week. The fact that the managers in both tests, Frank Novak in Richmond, and Clyde Griffin in Tuscon wired practically identical reports of continuous house-rocking laughter, plus their observation of excellent family attendance and rave reviews gives assurance of similar reception when the comedy gets its general release in

(*Continued on page* EX-700)

Seventeen Helps "Help"

The Beatles and their new United Artists motion picture, "HELP!," are accorded a major break in the August issue of Seventeen magazine in an in-depth interview by Ed Miller. Six color photographs, including two full-page spreads, accompany the article.



George Hamid's Steel Pier, Atlantic City, N. J., exhibits two of the trick cars from Warners' "The Great Race" for a six week period in the main lobby. The exhibit is advertised by the Pier on trailers, window cards, spot copy in newspaper ads, on radio and tv, and on special heralds. "Miss Steel Pier" poses each day at exhibit to have camera bugs snap her picture with cars. Warners' exploitation department set up the display with George Hamid, Jr.

Film Companies Spend Record Sum On N.Y. Subway Ads For July Pics

NEW YORK—Six motion picture advertisers spent $70,000 to place 23,000 displays in New York subways in July 1965—making it the largest subway movie-ad month in the medium's history.

Advertising for 11 current motion pictures represents the largest 30-day total in movie ads since the first New York subway opened in 1904, reports Joseph H. Batchelder, Jr., president, New York Subways Advertising Company, Inc.

Movie advertisements are displayed throughout 6,600 vehicles and 477 stations in the New York subway system.

Advertisers and movies featured in July are:

Metro-Goldwyn-Mayer: "The Sandpiper," "Operation Crossbow," and "The Yellow Rolls-Royce."

Warner Bros.: "Having a Wild Weekend."

United Artists: "Hallelujah Trail" and "What's New, Pussycat?"

Universal: "The Art of Love" and "Shenandoah."

20th Century Fox: "Von Ryan's Express" and "Those Magnificent Men in Their Flying Machines."

Paramount Pictures: "Harlow."

Discussing the record month, NYSA's Batchelder said, "The subway medium is gaining increasing recognition from entertainment advertisers as an economical mass medium with an extremely high level of repetitive impact. A total of 4½ million adults ride the subways every month . . . and each rider averages 40 rides per month. Reaching this vast an audience—with this repetitive impact—at a few cents per thousand exposures is obviously attractive to entertainment advertisers."

International Newspaper Ads

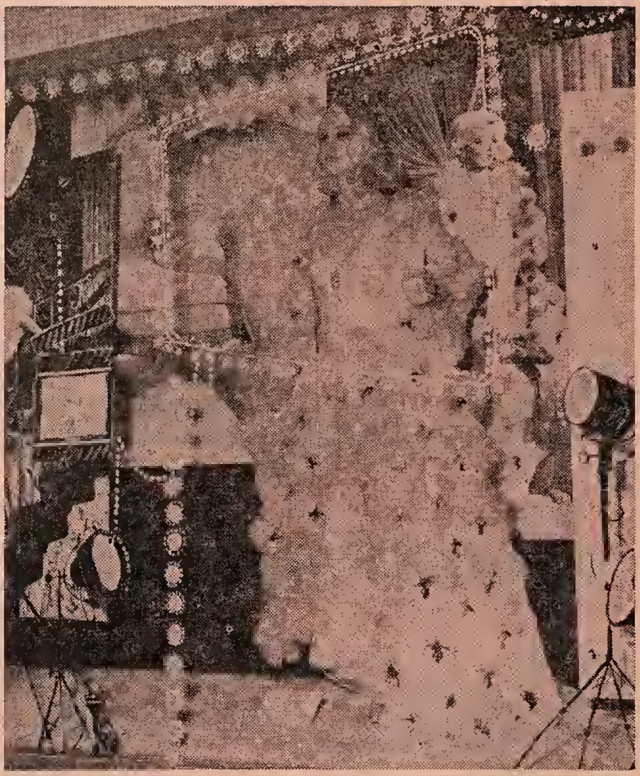
Readers of the international edition of the New York Times and the Paris edition of the Herald-Tribune were surprised to find advertisements for the Radio City Music Hall engagement of MGM-Filmways' "The Sandpiper" in the newspapers' entertainment sections.

The reasoning behind this unusual, foreign advertising is simple. With Europe literally bursting at the seams with American tourists who will be heading home via New York, the chances are that most of them will be searching for entertainment during their Gotham stopover. Since most tourists spend an average of three days in New York following their trans-Atlantic trip, the ads, which call attention to "Sandpiper's" record breaking figures, provide a useful way for tourists to learn about the city's outstanding summer attraction.

Paramount—RCA Victor

Agreement has been reached for RCA Victor Records to release the original soundtrack albums on two forthcoming Paramount films, "The Spy Who Came In From The Cold" and "Judith," both of which have musical scores by Sol Kaplan.

RCA will release a number of instrumental and vocal singles of music from the two films.



This $3,750 gown designed by Edith Head for Carroll Baker in Paramount's "Harlow" was displayed in the window of Klein's, New York department store, during the showing of the film at the RKO Palace and RKO 58th Street.

"Redline" Advance Merchandising

In the continuing advance merchandising program for Howard Hawk's "Red Line 7000," the Paramount Pictures release is highlighted in a full-page lay-out in the current issue of *Sun Rays,* the Sun Electric Corporation publication read by hundreds of dealers who will be cooperating in tie-ins on the Thanksgiving holiday attraction.

Illustrated with six photographs taken during the filming of "Red Line 7000," the layout shows how Howard Hawks used the Sun Super Tachometer in the racing car sequences for the action drama.

VON RYAN'S EXPRESS
WOMETCO THEATRES

With the cooperation of the Miami Seaquarium's Burton Clark, Jack Mitchell, Wometco director of promotion, recently bannered the Monorail for Universal's "Von Ryan's Express," as shown.

Teen-Age Film Fan Club Spreads "Monster" Message

By ARTHUR HERZOG
MPE Detroit Bureau

DETROIT—About two years ago, the Detroit Bureau noted the formation of a teenage movie fan club here, which rejoices in the name of The Monsters, Inc.

About one year ago, we once again wrote about it, its growth, and that through correspondence, similar clubs were springing up all over the country.

We urged distribution and exhibition to encourage and cooperate with the youths who issued publications, collected old press books, paper, trailers, and were constituting an important segment of the public attending movies.

Now organized by the Detroit Monsters, Inc., there was held on July 24 and 25 "The Detroit Triple Fan Fair." This was no local affair. Five hundred attended from all over the country, including New York, Chicago, Los Angeles, San Francisco, and St. Louis.

Nor were those who converged on the two-day assemblage only teen-agers. There were included older persons who also had acquired the hobby of collecting old movie exploitation material.

Local newsmen addressed the gathering. They had door prizes. There were panels on fantasy literature, films, and comic art. Many brought their collections and exhibited them. There was a gallery of comic art originals, and a film on movie-making. A highlight was the showing of the Lon Chaney silent "The Phantom of the Opera."

The charge for this convention, held at the Embassy Hotel, was a nominal $2. Newspapers gave the event coverage.

Detroit "monsters" who organized this surprising turn-out were Sheldon Dorf, chairman; Carl Lundgren, co-chairman; Noel Cooper, publicity; and Larry Larsen, co-publicist.

We can only repeat what we wrote last year:

Showmen of all categories should seek out existing organizations and encourage formation where none exist. There should be press book items to include these groups, and where possible, exchanges should be liberal with extra exploitation material after its use.

These youngsters and their friends are constant movie-goers. For every one who turned up here, there must be 100 back home.

Assuming they went alone, the end result is that 50,000 persons pay good dollars at the box office once or more a week. Conservatively, that's $2.5 million a year.

Any whom this may interest can obtain national information concerning these clubs by writing to Detroit Triple Fan Fair, 16808 Manor, Dept. M, Detroit, Mich. 48221.

Isn't turning more youngsters to moviegoing worth the effort?

"Ipcress File" Records

Decca Records is issuing an original sound track album on U's "The Ipcress File," the music composed and conducted by John Barry from Harry Saltzman's drama of espionage and international intrigue. It will also issue a single record and there will be a single from Columbia Records.

British Showmanship

By Jock MacGregor

For the second year, Robert Parker, ABC, Execter, ran a "guess the number of peas in a jar" contest to finance a super day out for underprivileged local children. This included a coach trip to Torquay, boat trip, visit to a zoo and meals. The picnic lunch was prepared and packed individually by theatre staff. Not only did the outing get a valuable press but was fully covered on television. Prizes for the contest which included trips to the Channel Islands and London, a radio, camera, tennis racket, sherry, and groceries, were all presented by local traders and 3,080 entries at 14 cents a time were received.

On the Saturday before playing "Marriage Italian Style" at the ABC, Woolwich, South East London, H. T. Bolton was frankly cheeky. He ascertained which would be the four best attended local weddings and sent suitably worded congratulatory telegrams which were read out at the receptions. For "How The West Was Won," he ran, in conjunction with the Kentish Independent, a name the western stars contest which brought in 200 entries. With "I've Gotta Horse" he discovered that teenagers from a local riding school appeared in some scenes and got a valuable pictorial spread in the press.

With a last minute pre-release of "Harlow," replacing his booked program Albert E. Hallam, ABC, Nuneaton, recalled reading about the Carnegie Models dresses which had been based on the Edith Head designs for Carole Baker in MPE and set about a successful tieup even before he received the official campaign book. For another pre-release—"Tickle Me"—he placed a life size cut out of Elvis Presley which he had used for a previous movie in the foyer. He also showed the trailer at his ABC Minors Club Saturday morning matinee. . . . Italian wine and food tieups were prominent among 10 window displays which John A. Dixon promoted to plug "Marriage Italian Style" at the ABC, Chesterfield.

"We'll be back" was Danny Jones' theme for "A Shot in The Dark," the last film to be shown at the 3000 seater Plaza, Swansea, South Wales, which is being demolished to make way for a new Odeon and entertainment centre. Patrons subscribed for a silver tray which was inscribed "Presented to Peter Sellers by D. E. Jones, General Manager, Plaza Theatre, Swansea, on behalf of Swansea Cinemagoers for many hours of first rate entertainment." Jill Forward, film correspondent of the South Wales Evening Post, received it on behalf of the star and a good press resulted.

Don't mention space men to A. G. Amies! He got Anglia Television to film artist Shirley Carnt painting a beauty taking a bath in 40 gallons of milk in the foyer of the Odeon Peterborough to plug his roadshow of "Cleopatra," but to quote his campaign report ". . . after all our trouble some fool had to orbit the earth and the program controller thought this to be the better stunt." He was luckier with his tie-up with the Top Rank Bingo Club to find a local "Cleo" and not only found an attractive lass but got a goodly press including a front page pictorial splash.

Rank Theatre Division publicity tied up with a search for London's Easter Princess and extensive campaigns have been submitted from some managers. A. E. Williams, Odeon Ealing, got the maximum local press on the contest, the local heat and the result when his winner came third in the final and spotlighted his theatre in the public eye. H. P. Knight, Odeon, Erith, got London evening paper coverages as well as his heat winner, Maureen Squires, won the area contest and the final—she incidentally is a former Miss Variety Club of Great Britain. A. E. Dawson got extensive daily coverages when he persuaded the Northern Despatch to offer a fiver ($14.00) for "mad stories" when he played "It's a Mad, Mad, Mad, World" at the Odeon, Darlington.

COMPETITION

Robert Parker, ABC Exeter, England, once again promoted a guessing contest with the enthusiastic support of his staff to raise funds for a seaside outing for underprivileged local children. He is seen with records and movie star Billy Fury who is buying the first ticket before the elaborate foyer display at the theatre.

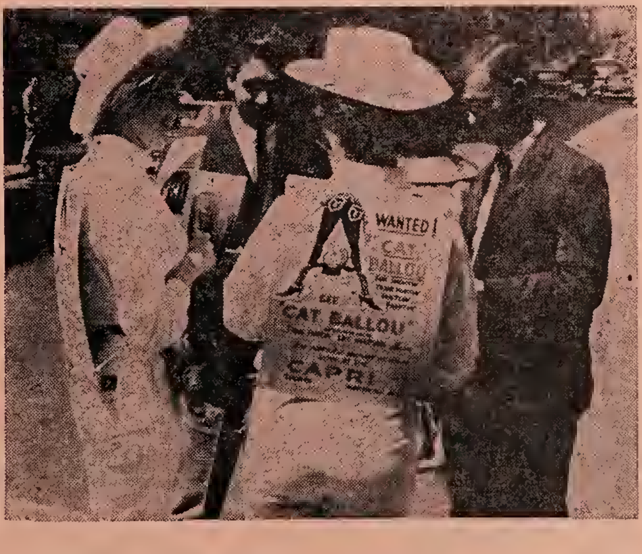
The Great Briefcase Hunt

If you came across a briefcase leaning against a park bench labeled TOP SECRET, SECURITY INFORMATION, return to 19 Clinton Avenue, reward, what would you do? Would you pass it by not wanting to get involved, or do your patriotic duty and return the briefcase to the proper government agency?

As a result of a promotional campaign on behalf of MGM's "Operation Crossbow," several citizens of Albany, New York, were confronted with precisely this situation, William C. With, Manager of the Palace Theatre in Albany, planted a briefcase so labeled beside a park bench along State Street, sat down on the bench and innocently started reading a magazine. He silently watched nine citizens look at the briefcase, stop a moment, think about the situation, and then walk away as if nothing had happened, Finally, the tenth, later identified as Frank Leonyk, a veteran over 70 years old, passed the park bench and noticed the briefcase. Like all the others he stopped and thought, then, unlike the others, he sat down on the bench and waited. He watched other people who were passing, looked carefully at With, and did nothing. Only when With looked away from him did he pick up the briefcase and turn it over to a policeman. "Here," he said. "This is top secret. You'd better take care of it." After the policeman made a written record of the entire incident, With identified himself, and let everyone in on the stunt. Leonyk's patriotism however, was not in vain. He received ten guest passes to "Operation Crossbow," and had this incident, with pictures, written up in Albany's Knickerbocker News.

When asked why he did this With replied, "I thought this would be a perfect way to test the security consciousness of the average American citizen, in addition to calling their attention to MGM's adventure spy drama, "Operation Crossbow." Although With will not repeat this experiment, it is expected that other exhibitors throughout the country will. How would you personally react to this situation? You may get a chance to find out.

LOOK FOR *EXPLOITATION* EVERY OTHER WEEK IN MOTION PICTURE EXHIBITOR



Columbia's "Cat Ballou" continued its nation-wide promotional wave as it splashed into Boston. Pretty girls in tight fitting levis distributed "Wolfe City Gazette" tabloid heralds on the downtown streets, on college campuses, in restaurants, stores, subway cars, and at the beaches for the Capri.

UA Films In Vogue

"Return From the Ashes" and "THE KNACK . . . and how to get it" are prominently featured in the August issue of Vogue magazine.

Samatha Eggar, who stars with Maximilian Schell and Ingrid Thulin in "Return From the Ashes," is cover girl for the August issue and is also featured inside with a full-page, full-color portrait.

"THE KNACK" is credited with inspiring the newest in young ladies' fashion trends (the little dress that is a tiny knit) in a special 25-page fashion feature. The section, which shows 75 dresses that have the knack, opens with a scene still from the United Artists-Lopert release showing hundreds of girls lined up outside London's Albert Hall. According to Vogue, the similar costume worn by these girls ("Tiny ribbed sweater, tiny ribbed skirt") is the [illegible]yle that has developed into the ne[illegible]icerino" look.

THE EXHIBITOR'S EXPLOITATION EFFORTS

HERBERT KAPLAN, manager, Plantation, Ft. Lauderdale, Fla., sends along a record of some simple recent exploitation stunts, which he says, could be easily duplicated for the benefit of other exhibitors. He has a most cooperative doorman, who when he gives our heralds dresses in rented costume representative of the particular picture. Kaplan finds that this creates excitement and real interest. Crowds invariably gather around the subject and the maximum exploitation is obtained. For Paramount's "The Amorous Adventures Of Moll Flanders," for instance, he was attired as an 18th century "highwayman"; for Columbia's "Genghis Khan," he was a "Mongol" and rode around town on a small pony. The sight of a big man on a small pony proved very funny and as he rode down the streets crowds gathered and the publicity received was fabulous. At night, still in Mongol costume, the doorman resumed his regular post and as a patron approached he bowed in the most flourishing Oriental manner. The novelty of the costume produced smiles on the faces of many patrons and thus they were prepared to like the picture. The rental cost of the costumes are nominal. One of Kaplan's ushers wore a lion's costume for MGM's "Clarence, The Cross-Eyed Lion." He created a storm wherever he went. He calmly walked in all department stores in Ft. Lauderdale and thousands of people were attracted. In Sears and Roebuck's store, the manager was happy with the excitement he created. He also gave out balloons to all kids courtesy of the local bank. In a tiein with a local radio station, it was announced that a lion was loose and walking the streets of Ft. Lauderdale. If a listener walked up and said he heard it on the air, the "lion" presented him with a pass to the theatre. A recent reciprocal deal involving a bunch of passes in return for the use of some ponies proved a big success. Over 100 kids attended the morning kiddie show and received a free pony ride. Parents gleamed with delight when they placed their children on the ponies. The good will thus created was fantastic. Many passing cars stopped to see what all the excitement was about. Kaplan also received excellent results by sponsoring a team in the Western Florida Little League. The theatre name was embroidered on the backs of the uniforms and the good will engendered among the parents was terrific, the advertising was great and on top of it all 600 kids playing on the Little League were Plantation customers. An extra bonus was received, when "our" team won the championship. The local newspaper took a picture of the team and ran it in the paper. For the $125 it cost, Kaplan says he got back returns worth many, many fold. A trophy was presented to the theatre at ceremonies attended by over 2,000 persons.

HARRY GAINES, manager, Trans-Texas' Hollywood, Ft. Worth, Texas, with the help of his assistant Morris Tallmon; and ad-publicity director Dick Empey, recently created plenty of excitement for Universal's "The Art Of Love" with a campaign the highlights of which were a tie-in with a local drug store on Coppertone sun-tan lotion; and an inexpensive classified newspaper ad. They promoted a piece of lawn furniture, hired a lovely model, Sandy Carter by name, put her in a bathing suit and set the live display up in front of the drug store at a very busy intersection. Sandy was supplied with candy kisses which she gave away to passers-by. Three days before opening a classified ad reading: "Learn all about The Art Of Love. Call. (Phone number) was inserted in the local paper." Gaines says that of all the classified ads he has run in the past on certain pictures, the response to this one was the greatest. One of the serious callers talked to him personally; and when he found out that it was only a plug for a picture he was let down terribly. Said he wanted advice about the art because when he came in from work late at night his wife was always gone and he had difficulty keeping her home. He was advised to go to see either his minister or a marriage counselor. Another woman wanted advice or instruction for her teen-age son who was planning a trip to Mexico City. This person was dead serious. All in all it was a lot of fun. The local newspaper covered the model and sun lotion gag and photo and write-up helped considerably.

PLANTATION
THEATRE
2 FIRST RUN COLOR HITS
CLARENCE THE
CROSS-EYED LION
CASA GRANDE
TODAY FREE PONY RIDES

Herbert Kaplan, manager, Plantation, Ft. Lauderdale, Fla., recently created a lot of good will with a reciprocal free pony ride deal held in connection with a morning kiddie show. All it cost him was a bunch of free passes.

CBS Interview Filmed

The Canadian Broadcasting Company has filmed an interview with Marcello Mastroianni and Ursula Andress, stars of Joseph E. Levine's "The Tenth Victim," for telecasting on its special events program, "This Hour Has Seven Days."

The 20-minute interview, filmed on the Rome set of the Embassy Pictures release, includes scenes from the production. In addition to being telecast throughout Canada, the interview will be seen in the Minneapolis, Boston and Buffalo areas, which also receive the CBS program.

For a long hot SUMMER try
COPPERTONE
(ON SALE HERE)
The Art of Love
Hollywood

Model Sandy Carter recently enhanced the live co-op display on Coppertone Lotion set by Harry Gaines, manager, Trans-Texas' Hollywood, Ft. worth, Texas, as promotion on Universal's "The Art Of Love."

LAUREL and HARDY

(*Continued from page* EX-697)

the Fall.

In the belief that the Laurel and Hardy feature is a "sleeper" and rather than ask exhibitor and public to take MGM's word for the claim that they have one of the funniest pictures ever made, the company engaged a top-flight survey firm to clock the laughs. George Fine Surveys, Inc., which has as its clients such outfits as A.T. & T., Chrysler, General Electric and others, sent its staff to the sneak preview at the Murray Hill Theatre in New York City. Here is the notarized statement signed by its President, George Fine: "Our staff clocked 253 laughs during the 90-minute span of the picture. The sustained laughter frequently hit an astounding 18-second duration. This picture holds the record for laugh content of any comedy we have measured in our 30 years of experience."

Further evidence of a planned and proven approach in the presentation of "Laurel and Hardy's Laughing 20's" was the selection of "best-pulling" ads by a panel of advertising agency experts to whom MGM submitted what is described as their "fun-campaign with laughs in the ads." Three ads measuring 200 lines each were singled out by the panel and recommended for use by theatres. One ad shows the two comics standing in their shorts and carries the caption: "You'll laugh your pants off." The second ad shows the famed pair clinging to a girder on a building 20 stories above the street and since this conveys its own sense of hazard and humor, the caption stresses "253 laughs in sworn survey." The third ad shows the devastatingly funny duo as house painters with Laurel inadvertently brushing the rear of the dress of an attractive girl standing on the corner. The caption is: "Getting a little behind in their work." The fun campaign extends to exploitation, a feature of which is the hanging of pants and panties from the marquee, each bearing the campaign slogan "You'll laugh your pants off."

"Contessina" Silver-ware

A lavish Renaissance promotion instituted by 20th Century-Fox for "The Agony and the Ecstasy" has been set with Towle Silversmiths, one of the country's leading molders of silverware.

Towle Silversmiths will participate in the interlocking promotion campaign for "The Agony and the Ecstasy" by introducing a new floral silver pattern called "The Contessina." This pattern was inspired by the Contessina de' Medici, who loved Michelangelo. Towle Silversmiths will initiate the promotion with a $150,000 advertising campaign which will include full-page four-color ads in Vogue, Mademoiselle, Glamour, Seventeen, The New Yorker, Atlantic, Harper's, House Beautiful, House and Garden, Modern Bride, Bride's Magazine and Bride and Home.

Towle will also place point of sale material in leading department and jewelry stores throughout the United States.

The Art Angle

Seventeen of the original paintings of the well-known artist Cincone, which were painted for the Ross Hunter Production "The Art Of Love" being released by Universal, are being offered as prizes in contests being developed in 11 key cities in connection with the release of the picture.

CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum words. No cuts or borders. **4 consecutive** insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (See "A-Man" CORNER on this page for Help and Situations Wanted advertising.)

BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO $3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

EQUIPMENT FOR SALE

NEW TRANSISTORIZED AMPLIFIERS, 32W output, $179.50; Simplex E-7 Mechanisms, excellent, $212.50; Rectifiers, 50 ampere, 220V, 3Ph, w/new 15A tubes, $147.50; Hertner Drivein Motor Generator, 200/300 Amperes, Controls, Ballasts, Likenu, $995.00. Everything in Booth Equipment. S.O.S., 387 Park Ave., South, New York 10016.

PROJECTORS, arc lamps, soundheads, 16&35mm portables, new spare parts. P. PIERUCCI, 23 Leroy St., New York, N. Y. 10014.

EQUIPMENT WANTED

SPOT CASH FOR RCA, SIMPLEX SOUNDHEADS, Amplifiers, Speakers, Century, Super-Simplex, Brenkert, DeVry, Simplex SP Projectors, Arclamps, Rectifiers, Generators. Consignments taken. Write or wire S.O.S., 387 Park Ave., South, New York 10016.

NEW EQUIPMENT

GLISTENING MASONITE MARQUEE LETTERS, interchangeable all makes. 4"-50c, 6"-65c, 8"-75c, 10"-90c, 12"-$1.05, 16"-$1.75, 17"-$2.00, 24"-$3.00. Non-sliding spring 10c additional. 10% discount 100 letters assorted or over $60.00 list. Free sample! S.O.S., 387 Park Ave., South, New York 10016.

BANISH TATTLETALE GRAY! Replace old screens with New Mattewhite, only 57c sq. ft.; Mattewhite Lenticular or Pearlglo, 89c sq. ft. S.OS., 387 Park Ave., South, New York 10016.

STUDIO AND PRODUCTION EQUIP.

RCA 35mm RECORDERS, $1500.00; Akeley Gyro Tripods, $195.00; 35mm Sound Cameras, lenses, magazines, motor, Western Electric modulator (Paramount News), worth $5,000.00, now $995.00; less modulator, $695.00. Movietone Sound Cameras, motor, magazines, less galvonometer, $995.00. Moviola 35mm Viewers, $189.50; Magnasync Recorders, $795.00; Twinhead Cinecolor Printer, worth $12,000.00, $1995.00; Houston 16/35mm Developing Machine, $2495.00. Bargain Bulletin "Photo News" describes other terrific values. S.O.S., 387 Park Ave., South, New York 10016.

SPEAKER CONES

DRIVE-IN SPEAKERS RECONED 90c EACH. All weather resistant material. Write for free sample. C & M RECONE COMPANY, 11 Witherspoon Street, Princeton, New Jersey.

THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY, INC., 100 Taylor Street, Nashville 8, Tennessee.

SPECIALISTS IN REBUILDING CHAIRS. Best workmanship, reasonable prices. Have men, will travel. Rebuilt theatre chairs for sale. NEVA BURN PRODUCTS CORP., 262 South St., N. Y. C.

WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

HANDY SUBSCRIPTION BLANK

Yes, start sending MOTION PICTURE EXHIBITOR

plus

Showmen's Trade Review

TO:

Name ....

Title ....

Address ....

....

....

....

◆ ◆ ◆

☐ Enclosed

☐ $2.00 for one year

☐ $3.50 for two years

☐ $5.00 for three years

(Outside Western Hemisphere)

☐ $5.00 one year

☐ $8.00 two years

☐ $11.00 three years

CLIP and MAIL TODAY TO
317 N. Broad St., Phila., Pa. 19107

The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you* are looking for a job . . . or IF you* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in theree consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers ité And it is completely FREE!

***A (WO) MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.**

MANAGER WANTED, deluxe 1st run suburban theatre, Wilmington, Delaware. Apply in person after 7 P.M. at Edgemoor Theatre, Wilmington, Delaware. Starting salary $125. weekly. (84)

WANTED, projectionist-manager, permanent year round indoor position. Give all details in first letter and state salary expected. Write Hal Lyon, Franklin, Va., or phone LO 2-4755. (728)

THEATRE AND CONCESSIONS division manager available, over twenty years experience indoor and drive-in theatres. If you are interested in a hard worker and results, write BOX A721, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

EXPERIENCED MANAGER wanted for suburban N. Y. Nassau County Long Island Theatre, immediate employment. BOX A84, c/o M. P. EXHIBITOR, 317 N. Broad St, Phila., Pa. 19107

PRESENTLY EMPLOYED city manager first run deluxe drive-in & indoor. Fifteen years experience all phases. Family man, late thirties. Wish to relocate, midwest. Prefer booking-buying, adv't.-promo. BOX A728, c/o M.P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

FULLY EXPERIENCED indoor-outdoor Florida Theatre Manager-supervisor available August. Flair for advertising-promotion-exploitation. Good worker anxious to please. Accept down to earth salary. BOX B728, c/o M. P. EXHIBITOR, 319 N. Broad St., Phila., Pa. 19107.

ADVERTISING & PROMOTION MAN. Highly qualified. Seeking position with small circuit. Could supervise operations of theatres along with advertising and promotion. Highest references, College grad. in business admin. presently employed. BOX B84, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107

Address all Correspondence to— **The A—MAN Corner** **Motion Picture Exhibitor**
317 N. Broad St., Phila., Pa. 19107

OVER
12,642 THEATRES
IN THE U.S.A.
RELY ON US
FOR SERVICE

WE'RE PROUD that over 90% of the nation's Motion Picture Theatres rely on us for service of one kind or another . . . from TRAILERS to Regular DISPLAY MATERIAL . . . SPECIAL DISPLAYS . . . SPECIAL EVENTS TRAILERS . . . CINEMOTION Displays . . . the HUNDREDS of items we produce . . . to assist showmen!

We're constantly improving our services through NEW and ADVANCED METHODS of Printing . . . Lithography . . . and the Silk-Screen Process . . . we have launched an extensive research and development program . . . to assist Showmen in giving a NEW . . . EXCITING 'Modern Look' to their merchandising needs!

In this year of Greater Resurgence in motion picture theatre attendance . . . we are anxious to contribute to the Industry's constant growth — SO PROUDLY WE SERVE!

NATIONAL SCREEN SERVICE CORPORATION 1600 BROADWAY, NEW YORK, N.Y. 10019

MOTION PICTURE
EXHIBITOR

AUGUST 11, 1965 Volume 74 Number 3

IN TWO SECTIONS • THIS IS SECTION ONE

N.Y. Exhibs Map Rental Tax War

(See Page 7)

Producers, SAG Sign New Pact

(See Page 11)

Buena Vista, distribution arm of Walt Disney Productions, recently promoted Leo Greenfield to the post of domestic sales manager.

CENSOR'S EYE ON MOVIES ONLY . . . *see editorial—page 4*

AVAILABLE THIS CHRISTMA

WARNER BROS. PRESENTS A

CINERAMA®

PRODUCTION

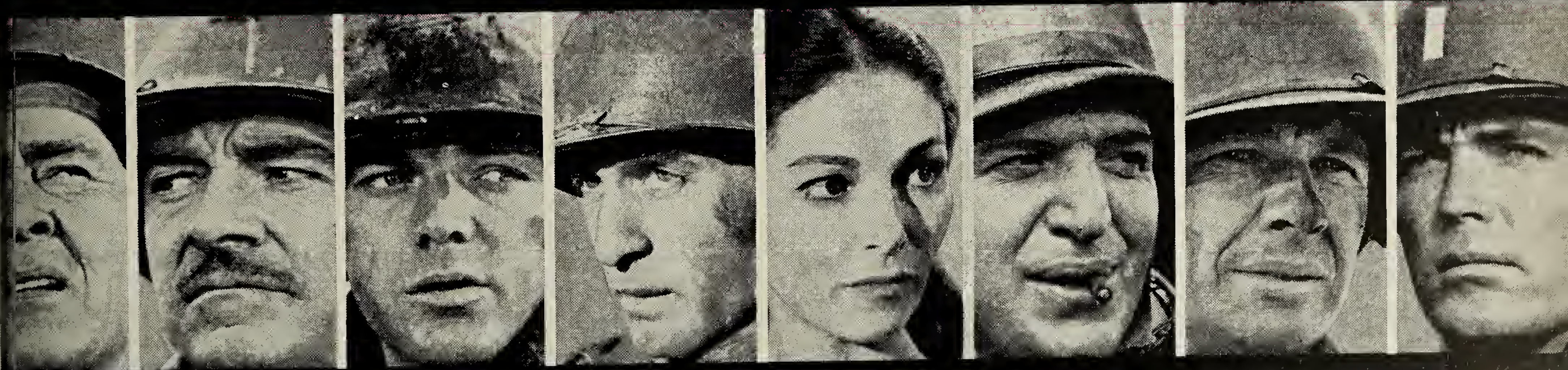
BATTL

★ ★ ★ ★ ★ ★ ★ ★

WARNER BROS. PICTURES PRESENTS A CINERAMA®, INC. PRODUCTION "BATTLE OF THE BULGE" Starring HENRY FONDA · ROBERT SHAW · ROBE
WERNER PETERS · JAMES MacARTHUR · TELLY SAVALAS · Music Composed and Conducted by BENJAMIN FRANKEL · Written by PHILIP YORDAN

OR CINERAMA THEATRES!

OF THE ★ ★ BULGE ★ ★ ★ ★ ★



ANDREWS · PIER ANGELI · BARBARA WERLE · GEORGE MONTGOMERY · TY HARDIN · CHARLES BRONSON · HANS CHRISTIAN BLECH

NG, JOHN MELSON · Produced by PHILIP YORDAN, MILTON SPERLING · Directed by KEN ANNAKIN · TECHNICOLOR® ULTRA-PANAVISION®

A SIDNEY HARMON IN ASSOCIATION WITH UNITED STATES PICTURES PRODUCTION

The Trade Paper Read by Choice—Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019, West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.: Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecoff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: $2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, $5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WAlnut 2-1860.

Motion Picture EXHIBITOR

VOLUME 74 • NO. 3 AUGUST 11, 1965 OUR 47th YEAR

WHO PROTECTS THE PUBLIC FROM BOOKS?

Two film censorship struggles revolving about adult and controversial films recently released illustrate something of the rank discrimination this industry must tolerate while book and magazine publishers go unfettered by any standards imaginable. Of the two films, "THE PAWNBROKER" and "A STRANGER KNOCKS," one was American made and one a Danish entry.

"THE PAWNBROKER," which many have hailed as among the best films to be produced in this country in several seasons, elicited the following comment from a critic writing for Films In Review, widely circulated monthly publication of the National Board of Review of Motion Pictures: "The much-publicized scene of the naked Negro prostitute is wholly unnecessary and a low-grade commercialism of which director Lumet and producer Ely Landau should be ashamed." In the same issue, another critic said of the import, "A STRANGER KNOCKS," "Don't let any causist tell you the sexual intercourse depicted in this low-budget Danish film is necessary to the plot."

The producers of both films have experienced difficulties with the Legion of Decency and state and local censor groups, while "THE PAWNBROKER" was granted a Production Code Seal only after much dickering and under the aegis of an "exception."

Some of our readers, on the other hand, may belong to book clubs or make it a point to read new American fiction as we do. Recently, we read a well-hailed first novel, "The Sterile Cuckoo," by John Nichols. The Literary Guild and many respected critics did not hesitate to endorse the novel, which, while well written, contains language and graphic accounts of sexual experiences between college youngsters that would produce a mighty howl of indignation if rendered on the screen.

The argument, in a nutshell, is that movies must be fit for everyone from sister Sally to Grandma. Conversely, Playboy's three-page pull out nudes and the four letter words in books like "The Sterile Cuckoo" are meant for a "select" audience.

We would like to emphasize that, on the whole, the motion picture industry has acted out of a deeper sense of responsibility to the American public than our deriders care to admit. Many a book the likes of "From Here To Eternity," which we would venture our do-gooder friends would not dare to recommend to their youngsters, has been made into a memorable, meaningful film. Yet, when a filmmaker produces a "Pawnbroker," in our estimation a far more significant artistic expression than "The Sterile Cuckoo," the curious breed of moralists who have appointed themselves custodians of U. S. mores manage to have their say.

The industry should impress this element with the fact that it has grown up too much to be the whipping boy it has been in the past!

STIFLING ENTERPRISE

We have commented often on industry trade practices that defy all laws of common sense and good business. It is a pleasure, therefore, to commend a distributor for having the courage to display both these qualities.

Universal Pictures has had the gumption and good business sense to withdraw one of its top features from a drive-in theatre which had intended to play it with another top feature from another company. This happened in an area where 34 theatres were playing the Universal picture first run, and the distributor believed that permitting the double feature at the drive-in would hurt these engagements and cut the film's boxoffice potential in later runs as well. We doff our hats to this display of good business sense.

In the early days of drive-in operation, these theatres generally played films on a late run basis, which seemed proper considering their policy of double features and no admission charge for children. However, the current competitive situation, with the reprehensible system of blind bidding and the confusion it creates, is accompanied by drive-ins seeking earlier runs—even day and date engagements with conventional theatres. This works a considerable hardship on regular first-runs which play matinee performances and charge admission for children at all times. It is patently unfair to expect these theatres, which have always been the backbone of the exhibition industry, to compete day and date with drive-ins, which feature such things as dollar-a-car nights, double and triple feature shows, and lower admissions.

This industry was developed and supported by first run operations in populated areas and downtown sections. Most distributors have claimed that these theatres were responsible for at least 80 per cent of the industry's gross. Still first-runs must operate today with a deck that is stacked against them.

Again we ask: Would a distributor or a drive-in operator want to change places with the first-run theatre if he had to meet the same competitive situation? Not by a long shot, we think.

Still it happens as one distributor copies another. Retribution is not far off. These questions must be answered for time is running out.

IN ORDER TO BE AN OPINION MAKER, YOU'VE GOT TO HAVE OPINIONS

NEWS CAPSULES

FILM FAMILY ALBUM

Gold Bands

Maureen Lester, of Columbia's London press office, has married **Irvine Vohs**, a South African textile executive.

Richard A. Perrone, manager, Austin, Austin, Texas, married **Jeneva Snitko.**

Obituaries

George D. Davis, 80, died after a short illness. He had retired after 45 years as theatre supervisor for the Randforce Circuit in Brooklyn, N. Y. He is survived by a daughter, a son, four grandchildren, two brothers, one of whom is **Al Davis**, manager, City Line Center, Philadelphia, and one sister.

James E. Lee, 58, veteran amusement columnist, Worcester, Mass., Telegram-Gazette newspapers, died of an apparent heart attack.

Reuben Levine, 77, retired owner of drive-ins in Kansas and Joliet, Ill., died at his home of a heart attack. The following day, Mrs. Levine died in her home of a similar attack. Levine owned the "54" Drive-In in Kanakee before his retirement 10 years ago. The couple is survived by a daughter, two sons, three grandchildren and two great grandchildren, also other relatives.

Louis Rosenbluh, 87, a film distributor for the old William Fox corporation, and a member of the Motion Picture Pioneers, died at Sanger's Nursing Home, New York. He is survived by two daughters.

Arthur T. L. Watkins, 58, former director general, British Film Producers Association; secretary, British Board of Film Censors; crewman, Variety Club of Great Britain; and playwright, was killed in a car crash near his home at Balcombe, England. He was a widower.

Pa. Tax Nix To Gov.

HARRISBURG—For the second time, a bill to abolish taxes on motion picture theatre admission tickets in all Pennsylvania communities, except Pittsburgh, has been passed by the General Assembly.

Proponents are hopeful that it will be signed into law by Governor Scranton within a week. If approved by the Governor, it will not be effective until Jan. 1, 1966.

House Bill 941 was introduced in the Legislature by Representatives William B. Curwood (D., Luzerne County), John R. Gailey (D., York County), J. Russell Eshback (R., Pike County), and Henry P. Otto (R., Allegheny) on April 20. After passing the house, it cleared the State Senate on Aug. 3 by a 29 to 10 bi-partisan vote.

A similar bill was passed by the General Assembly eight years ago only to be vetoed by Governor Leader.

"It has been a long, tough battle covering 10 to 12 years," declared E. G. Wollaston, manager, Fabian Theatres here, who helped spearhead the legislative drive against the tax.

The bill would give the "troubled" movie business about $2 million in annual tax relief.

FORMS FOR THIS PAGE CLOSED AT 5 P.M. ON MON., AUG. 9

Six Cinerama Theatres To Be Built In Mexico

LOS ANGELES—Following months of international negotiations, a multi-million dollar contract was concluded granting exclusive rights for the presentation of Cinerama in the Republic of Mexico.

Announcement of the deal was made by William R. Forman, president of Cinerama, Inc., who disclosed that the Mexican principals to whom the rights were granted are Carlos Amador, Jose Jamui and Jose Zavala Olmos, active in films, tv and diversified interests below the Rio Grande.

Forman said the first theatre of 1,500 seats, new from the ground up, with all the latest technical facilities, goes into immediate construction in Mexico City, located next to the Plaza de Toros. The second theatre in Mexico City will go into construction almost simultaneously on one of several sites under consideration, according to Forman.

Thereafter, he said, Cinerama treatres will go up in Guadalajara, Monterrey, Leon, and Vera Cruz, making a total of six Mexican houses, in which the investment, said the Mexican principals, will be approximately $5,500,000.

Morrison Leaves WB

DETROIT—On the occasion of his resignation, Harold Morrison, branch manager for Warner Bros. here, was given an office party.

The entire staff presented him with a plaque bearing the legend, "To the Best Boss," and signed by all of his subordinates.

Morrison has been with WB for 10 years, serving as branch manager for the last six.

He did not reveal his plans, nor is it yet known who will succeed him.

N. J. Allied Elects

KIAMESHA LAKE, N. Y.—The board of directors of Allied Theatre Owners of New Jersey reelected Howard Herman president, and Samuel Engelman, vice-president for north Jersey. The new vice-president for south Jersey is Al Frank. Jack Infald was named secretary. Lou Baurer continues as treasurer, as does Irving Dollinger as national director. Dollinger was reelected board chairman. Other board members held over are Wilbur Snaper, Al Suchman, and Harry Lowenstein. A newcomer to the directorate is Henry Brown.

Giroux To Montreal

NEW YORK—Claude A. Giroux, president of Allied Artists Pictures, left for Montreal to serve as the official American juror for the Montreal International Film Festival, Aug. 6-12, which marks the third annual Canadian feature and short film competition.

Giroux, a native of Montreal, will share his assignment with six other jurors, including Italian director Roberto Rosselini, and Norman Campbell of CBC. Four feature films will compete for a cash prize of $2,000. The director of the best short film will receive a $1,000 award, and the best actor or actress, a $5,000 prize.

BROADWAY GROSSES

Holdovers Set Good Pace

NEW YORK — With all holdover product, the Broadway first-runs continued their midsummer pace. According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

"THE SANDPIPER" (MGM). Radio City Music Hall, with usual stage show, claimed $117,000 for Thursday through Sunday, with the fourth week going to $198,000.

"THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES" (20th-Fox). DeMille stated the eighth week was $40,000.

"THE SOUND OF MUSIC" (20th-Fox). Rivoli reported the 23rd week was $53,500.

"THE HALLELUJAH TRAIL" (UA). Loew's Capitol on road show policy, announced $17,000 for the sixth week.

"VON RYAN'S EXPRESS" (20th-Fox). Loew's State tallied $26,000 for the seventh week.

"WHAT'S NEW PUSSYCAT?" (UA). Astor had $20,000 for the seventh week.

"SHIP OF FOOLS" (Columbia). Victoria stated the second session was $42,000.

"THE GREATEST STORY EVER TOLD" (UA). Warner Cinerama claimed $24,584 for the 25th week of reserved seat policy.

"MY FAIR LADY" (Warners). Criterion, with hard ticket policy, did $60,000 on the 42nd week.

"HARLOW" (Paramount). RKO Palace claimed $22,000 on the third week.

BV Promotes Two

NEW YORK — Buena Vista Distribution Co. has created two new positions in line with recently announced plans for expanded sales and marketing activities, according to Irving H. Ludwig, president. Andrew H. Heederick, Jr., has been promoted to the new position of Los Angeles metropolitan manager. He previously was salesman in Los Angeles. Pat Halloran, salesman for Omaha and Des Moines, will take on new duties as supervisor for the Omaha, Des Moines, and Kansas City branches.

Embassy Runs On All Cylinders

Levine Pledges Lineup For Every Moviegoer; Will Devote All His Time To New Production

NEW YORK—"We're in the motion picture production and distribution business, and we're going to produce and distribute pictures with greater intensity than ever before," Joseph E. Levine declared at the concluding session of Embassy Pictures' Third national sales conference.

Speaking at Embassy's new home office screening room following the showing of a trailer on the sales force prepared especially for the conference, Levine told his company's executives and sales representatives that Embassy has more than 60 uncommitted properties to be produced by the company itself or in association with others.

"We're going to produce and distribute every conceivable type of motion picture," he stated enthusiastically. "We're going to make American films and foreign films . . . high-budget pictures and low-budget pictures . . . pictures for the entire family and pictures with special themes for adults . . . and we're not forgetting the small-fry either, not by any means!"

But production, the Embassy president emphasized, is only the "first side and first point" of Embassy's "showmanship triangle." The second side and point number two is distribution, which means "getting the right theatres and the right playing time," while the third side and third point, he said, "is getting the right media for the right campaign." At Embassy's home office, he explained, are skilled personnel that the company calls "communicators." These people "communicate with you, they communicate with exhibitors, but most important of all, they communicate with the public."

Levine further stated: "Exhibitors and the public have to be told before they can be sold, and we're constantly telling them through unusual trade paper and consumer advertising." An example of this, he noted, are the two-page ads in the New York Times launching "Casanova '70" and "Darling" in New York, and the two-page ads for the same two films being widely used in the trade press.

Another picture now in production, Levine told his sales force, which "you are going to sell—and sell and sell—is 'The Oscar,' a picture about show people, with show people for all kinds of people—and we're going to give it that kind of campaign."

Quoting from a telegram sent by producer Clarence Greene, who stated that daily rushes from "The Oscar" show a quality "high above our own ambitious expectations," and that there "is an electricity and excitement attendant the shooting of this picture which everybody agrees is without precedent," Levine then declared:

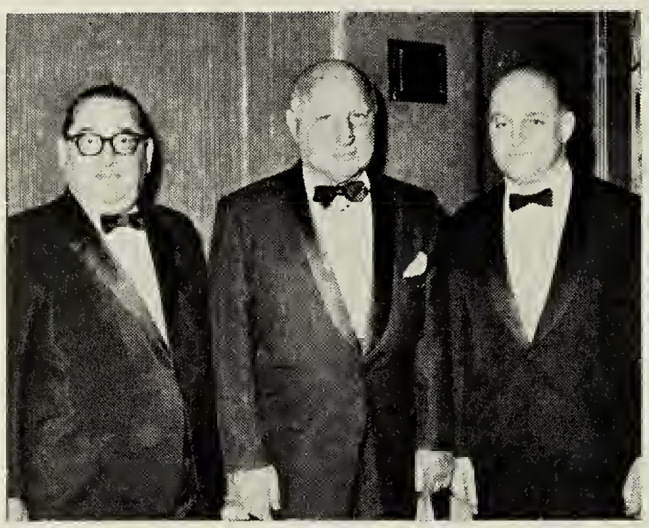
"You have a lot of things going for you in 'The Oscar,' but most important of all, you have a title which has been a household word since 1927. It's no wonder that the Oscar show consistently draws the biggest tv audience year after year. That's what you are selling, a household word—the Oscar—and that's who you're selling, television's biggest audience year after year!"

Asserting that within a year he will be devoting all of his time to production, except for a few policy decisions in the operation of Embassy, Levine also stated emphatically that the company is geared "to smash into its greatest period of growth," and that it is expanding its television operation and its operation in music publishing and recording.

"We're a fluid and flexible company," Levine concluded. "We have a 10-year plan for Embassy on a year-to-year basis, and we know where Embassy will be at any given time on the calendar."

Embassy is launching a "Joseph E. Levine Sales Drive," beginning this Sept. 1 and ending June 30 of next year, it was announced by D. J. Edele, vice-president and general sales manager, at the conference.

All branches will share in the results on a percentage basis, Edele revealed, with a top prize of a new Cadillac automobile going to the top individual branch manager who qualifies. There also will be second and third prizes, which will be announced at a later date.



Among those seen at the recent premiere of Embassy's "Darling" at the Lincoln Arts Theatre, New York, were Joseph E. Levine, president, Embassy Pictures; Barney Balaban, board chairman, Paramount Pictures; and John Schlesinger, director.

UNDER THE DYNAMIC LEADERSHIP OF
JOSE
LEV
WITH ITS
BIG B
AND ITS
GREA
OF

Embassy Pictures recently held its third national sales conference at the Hilton Hotel, New York. Seen are Leonard Lightstone, executive vice-president, and D. J. Edele, vice-president and general sales manager

---

Industry Toppers Salute Hi Martin For Efforts On Behalf Of Hospital

NEW YORK—Seldom have so many top industry figures paid such heart-warming tribute to one individual as they did at a private luncheon tendered to Henry H. "Hi" Martin, vice-president and general sales manager of Universal Pictures, in recognition of his services as chairman of the Will Rogers Hospital fund drives during the two years from 1963 to 1965. The luncheon given by the board of the Will Rogers fund took place at the "21" Club, and was attended by approximately 35 noted industry executives, some of whom came from far places especially to pay their respects for a job well done.

Richard Walsh, president of I.A.T.S.E., chairman of the board of the Will Rogers Memorial Fund, in his role as Master of Ceremonies, expressed the sincere appreciation of himself, of the guests present, as well as of the entire industry and the complement of the Will Rogers Hospital and O'Donnell Research Laboratories for Martin's services, which had evidenced themselves specifically in reaching, for the first time, receipts of a million dollars. Walsh presented Martin with the solid gold statuette of Will Rogers, the organization's Annual Award of Merit for outstanding contribution to the industry's great project.

Additionally presented to Martin, in this case by Ned Depinet, president of the Fund, was a six-piece Dunhill desk set, also given by the board.

Martin thanked all concerned not only for himself, but for the many within his immediate staff and throughout the country who made the achievement possible. He paid his respects to his successor, national chairman Morris E. Lefko, vice-president and general sales manager of MGM, and urged exhibitors to extend to chairman Lefko the same loyalty and support they had given him. He stressed the extended activities of Will Rogers which required "more than a million" this year and which made it a great national institution of which all could be proud and for which all had a responsibility.

Among those guests who made long trips especially for the occasion were James Carreras, president of Hammer Productions, Ltd., international chief barker of Variety Clubs, and member of Will Rogers board of trustees, who flew in from London; Milton Rackmil, president of Universal-International and Decca Records, and member of the board of Will Rogers; Lew Wasserman, president of MCA, Inc., and Will Rogers board member, both of whom flew in from the coast; and Joe Jackson, Interstate Theatres of Dallas, who flew in from Texas.

Also present at the tribute luncheon were Samuel Rosen, executive vice-president of Stanley Warner and associate treasurer of Will Rogers; Max A. Cohen, president of

(*Continued on next column*)

Bronston, du Pont Settle Long Pending Suits

NEW YORK — Samuel Bronston, head, Bronston Productions, and Pierre S. du Pont, III, formerly one of his major financial backers, announced agreement on a program to settle the suits that have been pending between them for more than a year.

The litigation had forced several of Bronston's privately owned companies to seek refuge from creditors under Chapter 11 of the Federal Bankruptcy Act, and Bronston had suspended his production activities.

No details of the settlement program were disclosed.

Bronston planned to resume production in Spain with a film titled "Isabel Of Spain."

It is said that when Bronston Productions filed a Chapter 11 petition in Federal District Court, seeking production from creditors while it worked out a plan to pay debts, it owed du Pont $5,647,000, and other creditors $12,603,526. It listed assets of $25,100,000.

D-150 Sues Over "Bible"

NEW YORK—New York State Supreme Court was asked by Dimension 150 for a trial on Sept. 20 of its counter claim in a suit filed against it by Dino De Laurentiis over the use of D 150 in "The Bible."

The counter claim states that De Laurentiis has contracted by cable to use the D 150 process and then concluded a distribution deal with 20th-Fox which did not specify that release prints of the film must be in D 150. It seeks an order requiring this and damages to date of $446,000, claiming De Laurentiis had not met his promises on royalty payments.

De Laurentiis had sued, seeking to prevent D 150 from removing their equipment from use in filming "The Bible."

Cinema Circuit and secretary of Will Rogers; Salah Hassenein, president of Skouras Theatres and board member of Will Rogers; Burton Robbins, president of National Screen Service and Will Rogers board member; Robert Mochrie, vice-president of Will Rogers; from United Artists, Eugene Picker, vice-president and chairman of the fund-raising committee of Will Rogers; James Velde, vice-president and general sales manager; Harry Mandel, president of RKO Theatres and board member of Will Rogers; Arthur Tolchin, assistant to the president of Loew's Theatres and board member of Will Rogers; from MGM, in addition to chairman Lefko, Mel Maron, roadshow manager; Sid Stockton, manager of branch operations; Si Seadler, director of special projects and this year's national publicity chairman of Will Rogers; from Columbia Pictures, Rube Jackter, vice-president and general sales manager, and Jerome Pickman, assistant sales manager, both member of the Will Rogers board; from Paramount, Charles Boasberg, vice-president and general sales manager, and Ernest Sands, assistant sales manager, both Will Rogers board members; Samuel Rinzler, president of Randforce Amusement and Will Rogers board member; from 20th Century-Fox, Joseph Sugar, general sales manager, and Abe Dickstein, assistant sales manager, both Will Rogers board members; Sidney Cohen, president of Allied Theatres of New York State and Will Rogers board member; Nat Nathanson, general sales manager of Allied Artists and Will Rogers board member; and J. Edward Shugrue, executive director of Will Rogers.

N.Y. Film Rental Tax, Blind Bids Assailed At Joint Allied Meeting

KIAMESHA LAKE, N. Y.—At the joint convention of Allied Theatre Owners of New York and Allied Theatre Owners of New Jersey at the Concord Hotel, it became evident that New York State will have a war on its hands over the tax on film rentals.

The state levy on rentals is two per cent. To this is added the local sales tax, and the impost is paid by the exhibitor. Sidney J. Cohen, president, New York Allied, urged full co-operation in the fight against the rentals tax.

Joseph Alterman, administractive secretary of the Theatre Owners of America, told the 680 registered for the joint meeting that plans for the merging of TOA and Allied States into a single exhibitor organization will be fulfilled shortly.

A warning was issued that the courts will be resorted to if necessary to end blind bidding and selling, with Wilbur Snaper, former president of Allied States and Allied of New Jersey, saying that the time has come for exhibitors to exercise their rights and take action to see that blind bidding is done away with.

Irving Dollinger, board chairman of N. J. Allied, told the convention that "we are losing our rights without realizing it through methods of decision of the film companies on playdates and length of playing time, in some cases through the shortage of prints, causing delay and throwing the theatres into second runs."

Milton London, executive director, Allied States, told about his recent visit to Hollywood, and Arthur Manson, executive assistant to Jonas Rosenfield, 20th-Fox vice-president in charge of advertising and publicity, spoke on publicizing and glamorizing movie stars.

The activities concluded with a banquet at which James R. Velde, United Artists vice-president and general sales manager, received a special award for his contributions to exhibition and the industry in general. Velde was cited as the first film company sales head to come out with a statement against blind bidding. He deserves the thanks of all exhibitors for his help toward eliminating this undesirable practice, said Allied.

Directors Guild Okays Merger Plan With SDIG

HOLLYWOOD—An affirmative result of the vote by the membership of the Directors Guild of America has been officially counted on the referendum of the proposed D.G.A.-S.D.I.G. merger.

The results were to be officially turned over to the D.G.A. national board at the Aug. 7 meeting in Hollywood. This will be the first meeting of the new national board since the election convention, which re-elected George Sidney as president.

The board, once accepting the official recognition, will set up the necessary machinery to make the merger a reality. There will be the processing of all applications from the S.D.I.G. members, as well as technical and physical reorganizing.

S.D.I.G. will bring appproximately 550 members. This will swell the membership of the D.G.A. to approximately 3,156. At present, there are 48 members who hold dual membership. In the combined Guild, the west will be composed of 1,529 voting members, compared to 1,627 voting members in the eastern and midwest areas.

General Cinema Stock Split

BOSTON—The board of General Cinema Corporation has voted to recommend for stockholder approval a five to four split of the company's common stock to be effective sometime before Oct. 31, the end of the fiscal year.

The stockholder approval will be sought at a special meeting Sept. 30. The company currently has 1,012,845 shares outstanding.

President Richard A. Smith said, "The board also indicated its intention to increase the cash dividend by 10 per cent effective with the first quarterly cash dividend to be paid in fiscal 1966."

The board declared the 21st consecutive regular quarterly dividend of 12½ cents per share, payable Sept. 10 to shareholders of record on Aug. 25.

CRAWFORD
GREATEST
WE ADORE..
JOAN CRAWFORD
JOAN CRAWFORD
WE LOVE YOU
JOAN

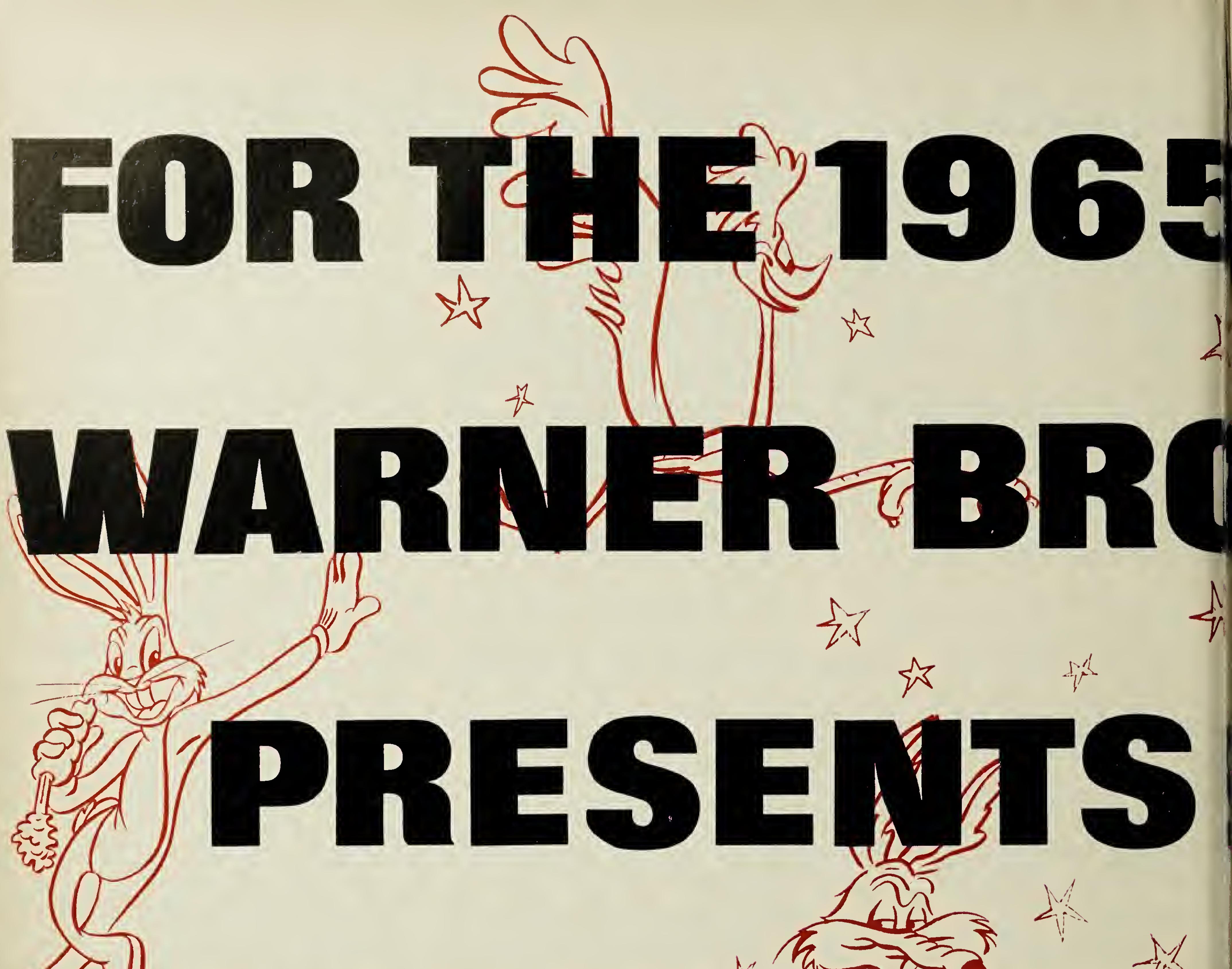
Joan Crawford, Andi Garrett, and Sarah Lane, stars of Universal's "I Saw What You Did," recently were greeted by a crowd of teen-age fans at the Wantagh, Wantagh, Long Island, during their tour of 15 metropolitan New York theatres in connection with the opening.

House Cards Or No Game!

ALBANY, N. Y. — Governor Nelson A. Rockefeller vetoed a bill, sponsored by Senator Julian B. Erway, of Albany, amending Section 435 of the Executive Law, to provide that organizations licensed and authorized to conduct bingo games should not be required to use or maintain cards approved and established by the Bingo Control Commission, seriatim, except that such might be required in the conduct of "limited period" bingo games.

Senator Erway, a veteran of Marine Corps service during World War 1, said the measure was introduced at the request of the American Legion, whose posts sponsor weekly bingo and find it difficult to keep track of the cards. This was because players tend to hold on to those cards they consider lucky.

The Governor maintained that the proposal would deprive the State of "a most effective means of verifying receipts from bingo games." Hence the veto.



FOR THE 1965

WARNER BRO

PRESENTS

MERRIE M

LOONEY TUN

13 starring Speedy Gonzales and Daffy Duck! **10** starring Road Runner and Wile E. Coyote!..also **7** Blue Rib

100% Entertainment! 100% Box Offic

966 SEASON

-JOYOUSLY

3 ALL-NEW

ODIES AND

CARTOONS!

ith all the all-time favorites including Bugs, Tweety, Sylvester and the rest! **10** Worldwide Adventure Specials!

It's the Warner family of fun!

Columnist, Manager Trade Letters In Hassle Over Admission Policy

MEMPHIS—The censorship of a theatre manager has been challenged by an angry parent. The odd twist is that the manager is William Kendall, Guild, an art house of long standing, and Kendall in 1962 defied what he termed unjust censorship, holding so firm in his belief that he was arrested and brought to trial for showing what the police termed an obscene picture.

The outraged parent is Lydel Sims, columnist for The Commercial Appeal, who wrote: "A Sunday or so back, at great effort, we rounded up the family and got away just in the nick of time to go see "Zorba, the Greek" at the Guild. Went panting up to the ticket window, where the girl announced unpleasantly that my 12½-year-old would not be admitted. Much talk, no results. We left.

"Later, I got around to calling Bill Kendall (manager of the theatre) about it to ask how come. He talked around in some of the fuzziest circles I ever saw.

"It was an adult movie, he said, not appropriate for children. Then why wasn't it advertised as adults only? Well, non-adults could get in, but nobody less than say 15. Then why not say so in the ad or on the marquee? Well, reasonable parents ought to know what kind of movie it was.

"So I said, looky here, Bill, I was even ready to go into court once and testify in one of those blooming censorships suits, and now that the city can't censor things, you're going to decide for me what my kid can see? And he said if he had been there and was sure I knew what I was doing, he'd have let us in, but a rule is a rule and there can't be any exceptions (see what I mean?) And then he said it wasn't censorship anyhow, it was because kids got bored and wandered up and down the aisles and bothered the customers. And I said my kid was never allowed to wander up and down the aisles and he knew it because we had spent a hell of a lot of money over there, and he said yes, but the movie wasn't suitable and anyhow the Guild was an adult theatre.

"So I then said is it the Guild's permanent policy that kids (who incidentally are old enough to be required to pay adult fare) are not welcomed? And he said oh no, just when they considered the movie wasn't appropriate (I remember kids sitting through some of those slimy goodby nurse things without anybody saying that wasn't appropriate), but they considered this one wasn't. So I said all right, why not advertise the restriction so I wouldn't drive in all the way from Whitehaven. and he said that most people could figure that out for themselves or call and ask.

"Of course, if you call and ask you have to wait until the movie opens, since before then you get a recorded announcement which also says nothing about kids not being admitted.

"And so on, and so on. I offer no defense for unruly kids, but the idea that the great champion of freedom, Bill Kendall, is in the censorship market on a no-previous—announcement, you-ought—to—have—sense-enough-to-know basis, burns me up."

The other side of the question was presented in print by the manager of the Guild. Wrote Bill Kendall: "Our box office girl has been instructed to tell parents who bring children that "Zorba" has several love scenes and some violence that they might object to and most parents have been grateful.

"However, our policy for 'Zorba' was to let children of any age in with their parents until a couple of weeks ago. A man bought a ticket for his little boy, about 10 years old, then sat the child in the lobby while he (the father) went in and saw the movie, running up and down the aisle every so often to make sure the child was still there. Naturally, sitting there for more than two hours, the boy was bored and wandered around getting in the way, and that was the straw that broke the camel's back. You cannot please everybody and we have to draw a line somewhere, so we set the age limit at 15 for children accompained by parents for this particular movie. I realize that some 12-year-olds are more mature than some 20-year-olds, but I can't give them a psycho test on the spot.

"We have spent a lot of time and effort establishing this as an adult theatre and we assume that people read the reviews in magazines and newspapers and see the brackets with the Adult classification that run in the movie schedules. If we put everything into ads that people want us to, we wouldn't have room for the title of the movie. In the case where we do have family pictures, such as 'World Without Sun,' we make it known.

"We are not censoring anything—just protecting ourselves. I don't remember any newspaper supporting us when we were fighting censorship. Mr. Sims didn't go to the major and protest when I was arrested in 1962 because of censorship laws and neither did anybody else except the lawyers who got paid for their efforts. We made an age restriction because we don't intend to turn the Guild into a cheap baby-sitter and you can go to almost any other theatre in town and watch mothers dumping their kids out for that very purpose."

The Beatles are presented to Princess Margaret before the world charity premiere of their latest United Artists' release "Help!" at the Pavilion, London, England

Dayton House To Winkler

DAYTON, OHIO—The 1,000 seat Belmont Theatre has been sold to Ralph H. Winkler, operator of Cinema South, and will be refurbished and renamed the Cinema East. The purchase price was not revealed.

Previews, Giant Promotion Sell Second Beatles' Film

NEW YORK—"HELP!," the second feature length film starrng The Beatles, will have an extensive and exciting national launching with all 250 theatres premiering the United Artists release holding advance-ticket, guaranteed-seating preview performances before the regularly scheduled opening. The first wave of openings is set for Aug. 11.

In a joint statement issued by UA vice-presidents James R. Velde and Fred Goldberg, it was announced that the "HELP!" previews will be patterned on the highly successful presentations held last year for "A Hard Day's Night," the Beatles first feature film.

Specially designed tickets for the night of previews have been created by UA, and all theatres participating in the event will place their supply in sale a full two weeks before the opening.

All patrons buying an advance ticket, which guarantees them an unreserved seat for the preview, will also receive souvenir identification tags which read; "I needed HELP! So I got my Beatles movie ticket! Did you?" This ticket also contains head drawings of the four Liverpool stars.

In an advance sale manual, which UA has prepared and which is now in the field, the importance of tieing-in this promotion with a local radio station is greatly stressed. It is stated that an integral part of this campaign should be a 100 per cent cooperative push with such a local radio outlet.

UA has prepared a full line of specific selling tools to launch the advance sale ticket drive. These include teaser trailers, advance sale trailers, posters and lobbies available through National Screen Service, plus the following material available gratis from the United Artists home office in New York: ID tags, the tickets themselves, open-end interviews, advance promotion ads, and advance promotion posters.

Velde and Goldberg, in announcing the start of the advance ticket campaign, noted that last year's version was so extremely successful that if the same enthusiasm is put behind this year's drive, "HELP!" is bound to be in the same blockbuster class as "A Hard Day's Night."

Seven Arts Ups Katz

NEW YORK—Norman B. Katz has been promoted to the newly-created post of executive vice-president of Seven Arts International, it was announced by Eliot Hyman, president of Seven Arts.

Katz will supervise the company's expanding operations in the foreign field. According to Hyman, Katz will be involved in the acquisition of completed motion pictures and will represent Seven Arts abroad in negotiating for new properties and co-productions. Katz also will continue to supervise Seven Arts' distribution of motion pictures for theatrical and television outside the United States and Canada.

Seven Arts Productions International, Limited, will participate in the growth of global television with the establishment of a new syndication department to supervise all world-wide program acquisition, production, and sales of non-feature product, it was announced by W. Robert Rich, executive vice president and general manager of Seven Arts Television.

Rich named Roger Carlin as director of European sales and Vicente Ramos as director of Latin American sales.

Best U. S. Films Compare With Any, Says Youngstein

ALBANY—An industry leader and producer, speaking at the Rensselaerville Institute on Man and Science, stoutly defended the quality of American motion pictures, which he said are unfavorably and unfairly compared with foreign films.

Max E. Youngstein, whose latest production is the widely discussed "Fail Safe" nuclear warfare picture, asserted that the best of foreign-mades—perhaps a dozen from England and about six from Italy, annually—are exhibited in the United States. Critics forget or overlook the fact these are "the pick of the crop," Youngstein continued. Appproximately 250 motion pictures are produced yearly in England; American audiences view less than five percent of this total.

Rome also turns out a large number of unexportable films, the speaker added. Some of them are "garbage."

"What you are seeing here is the absolute best of the foreign films," Youngstein pointed out. "American audiences do not see the worst foreign films, so they are not comparing equal with equal. They should compare the foreign best with our best."

Youngstein freely admitted that American motion pictures face increasing competition from foreign films. This is a result of the continuing international trend in picture making, which he hailed. The top people from countries all over the world are united in producing films, which means that the industry and its level of quality are improving.

Youngstein noted that almost 55 per cent of the revenue for American films now comes from foreign sales. This was inevitable as the screen industry changed from an American to an international form.

The present international scope of motion pictures has enabled many young men who could not make progress in the American end to advance in foreign film production, the speaker observed.

Standing Room Only

WARREN, MICH.—The first Fabian invasion in this territory, set for Universal City Theatre (located in a new shopping center), did not open on schedule last week.

Everything is in order excepting one thing. There is a strike at American Seating Corp. in Grand Rapids, Mich., and the house's order for seats remains unfilled.

Opening, said managing director William Ahrens, must await the end of the strike.

The evening previous to the scheduled opening, Ahrens conducted a movieless "premiere." Instead of a picture the invited guests enjoyed cocktails, buffet and Hawaiian music from nine until five.

Fox Stock Dividend

NEW YORK—A two per cent common stock dividend payable to holders of record at the close of business on July 6, at the rate of one share for each 50 held, was issued by 20th Century-Fox.

Shareholders with fractional interests were issued a Buy-Sell Order Card by which they could purchase the necessary fractional share to make up one whole share, or dispose of their fraction.

President Darryl F. Zanuck stressed to the holders that the stock dividend does not change the percentage of the holders' interest in the corporation unless some of the stock and fractional interest are sold.

Actors, Producers Okay New Pact Spelling Out Pay For TV Showings

HOLLYWOOD—On the virtual eve of an authorized strike by the union, the board of directors of the Screen Actors Guild last week approved a new four-year contract with producers that provides for graduated payments to actors who perform in moves shown on television.

The agreement, still subject to approval by the employer groups and by the Guild's membership, climaxed negotiations in which actors had authorized a strike in order to win a larger share of earnings from films sold to tv.

The new fee formula sets a base of $100 for an actor who has worked one day in a picture after next Jan. 31, and ranges to a base of $500 for those who have worked more than two weeks. For the first tv release of a film, players will receive 30 per cent of this base. When the producer's gross reaches $125,000, players will receive an additional 12½ per cent. This share progresses to an additional 25 per cent when the gross reaches $200,000, then declines to 20 per cent for a gross of $500,000.

When a film is released on a major network in prime time, players are guaranteed 70 per cent of the base amount, according to the agreement.

Terms of the pact were announced jointly by the Guild and the Association of Motion Picture and Television Producers. United Artists Corporation and members of the Society of Independent Producers also participated in the agreement.

Although television film earnings were the principal issue, the new contract also covers the filming of legitimate stage plays, daily overtime for weekly actors, Sunday work for players receiving more than $50,000 for a picture, and restrictions on the use of movie sound tracks.

Hill Back As Director Of "Hawaii" For Mirisch

HOLLYWOOD—George Roy Hill will continue as director of the motion picture, "Hawaii," it was announced by Harold J. Mirisch, president of the Mirisch Corporation. Production problems which have been the subject of differences between the production company and the director in recent weeks have been totally resolved after a series of meetings in Honolulu between Hill and Walter Mirisch, producer of the film, and Marvin Mirisch, executive vice-president of the Mirisch Corporation.

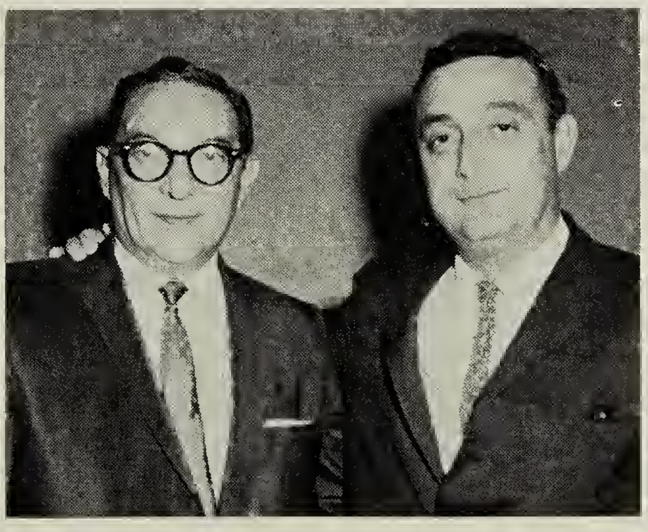
"There has never been any question in our minds about the quality of Mr. Hill's work on the film," said Harold Mirisch, "and we are delighted that all areas of conflict have been settled. We have re-evaluated all the monumental problems inherent in translating James A. Michener's monumental novel to the screen and we have complete confidence that under Mr. Hill's able guidance, 'Hawaii' will emerge one of the outstanding motion pictures of our time."

Dallas VC Spreads Cheer

DALLAS—The Dallas Variety Club and Braniff International Airlines got together last week to entertain group of 38 blind children with a plane ride over Dallas and Fort Worth and a tour of the big airlines plant at Love Field in Dallas.

The boys, ranging in age from 6 to 16, were from Dallas Services for Blind Children which for many years has been the largest of several charities sponsored by the Dallas Tent. This year the Club is sponsoring a counselor who arranges special events for the blind group. Lending a helping hand in supervising the tour were Walter Morgan, 2nd assistant chief barker, and Kyle Rorex, property master.

Another assist by Dallas Variety also took place recently when chief barker Bill Slaughter and board chairman Joe Jackson commandeered three of the four Sunshine Coaches now operating in Dallas and loaded them with crippled children from the Soroptimist Camp, transporting them to Denton (Texas) to see a rodeo.



David Emanuel, left, president, Governor Films, and Richard Balaban,, H & E Balaban Theatres, are seen at the Esquire, Chicago, at a recent sneak preview of Governor's "Carry On Cleo."

UA Declares Stock Dividend

NEW YORK—The board of directors of United Artists Corporation declared a 2½ per cent semi-annual common stock dividend on its common stock and Class B common stock payable in common stock on Oct. 26, 1965, to all stockholders of record at the close of business on Sept. 10, 1965. The declared dividend will entitle each stockholder to one share of common stock for every 40 shares held.

Record stockholders will be given ample opportunity to apply their fractional share interests toward the purchase of a full share in accordance with an official notice to be mailed in due course.

Disney Profit Soars

HOLLYWOOD—The consolidated net profit of Walt Disney Productions and its domestic subsidiaries for the nine months to July 3, 1965, was $7,042,000, equal to $3.79 per share on the 1,860,709 common shares outstanding. This compares with the net for the similar period last year of $4,468,000, equal to $2.51 per share on 1,782,119 common shares then outstanding.

The third quarter net was $2,906,000 or $1.56 per share, as compared with 1,665,000 or 94 cents per share for the third quarter last year.

Buffalo Cable-TV Firm Plans 1966 Launching

BUFFALO — A 400-foot antenna tower is being erected in the vicinity of Main street and LaSalle ave. by a new firm, Courier Cable Co., Inc., formed to bring cable television to the metropolitan Buffalo area. The company is a wholly-owned subsidiary of Buffalo Courier-Express, Inc. William J. Conners, III, is president. He also is president and publisher of the Courier-Express. The system is expected to go into operation early in 1966.

By taking the signals received through this antenna system and carrying them to private homes by means of specially designed coaxial cable, it will be possible to obtain good reception of tv stations far from Buffalo that are not normally received well in this area.

It is planned to offer to monthly subscribers the following stations: Ch. 2, WGR-TV, Buffalo; Ch. 4, WBEN-TV, Buffalo; Ch. 6, CBLT-TV, Toronto; Ch. 7, WKBW-TV, Buffalo; Ch. 8, WROC-TV, Rochester; Ch. 9, CFTO-TV, Toronto; Ch. 10, WHEC-TV, Rochester; Ch. 11, CHCH-TV, Hamilton, Canada; Ch. 12, WICU-TV, Erie, Pa.; Ch. 13, WOKR-TV, Rochester; Ch. 17, WNED-TV, Buffalo; plus one other channel which will give news, time, weather and temperature information.

In addition, FM music will be offered on the system. Eventually, plans for bringing in some of the independent New York City stations via a microwave system will be considered.

The service will be offered free to hospitals, schools, and homes for the aged.

The WILL ROGERS HONOR ROLL *of* CIRCUITS

CIRCUITS PLEDGED

Week ending July 23, 1965

The following circuits have signed to take up audience collections for the Will Rogers Hospital drive for 1965-66:

Paramount Gulf, General Cinema, Selected, Skirball, General Theatres, Broumas, Armstrong, Co-operative, Reinhardt, Y & W, Redstone, Kallet, Iselin, Empire Cinema, Upstate, Ellis, Associated, Brecher, Ventnor-Weiland, Pearlman & Kaufman, Community Theatres, B. S. Moss, Walter Reade-Sterling, Rugoff, Acme, Sylvan Leff, Thornton, Stanley Warner, Skouras, United Artists, Randforce, Florida States, Chakeres, Prudential of N. Y., RKO., Rowley United, Schine, Brotman & Sherman, John C. Bolte, Brandt, Cinema Circuit, Matson, Loew's, Milgram, Wilson, and Chertcoff.

Production Firm Formed

HOLLYWOOD—Formation of Great Empire Films, new motion picture and television production company, was announced here by Irwin M. Weinstein, president and Jerold Zukor, vice-president and production head.

Censorship No Answer, Anti-Obscenity Unit Says

CHARLOTTE—A mayor's anti-obscenity committee decided that censorship is not the answer to obscenity in motion pictures, magazines, and books.

There had been some previous indication that some efforts at censorship might be recommended by a sub-committee, which also had explored the possibilities of limiting by age the availability to young people of certain so-called "nudie" movies and certain magazines and books. No such recommendation came from the full committee, however.

Attorney Paul Ervin, chairman of the overall committee, in commenting on its recommendations, which are to be compiled in a report to be submitted to the City Council in September, said, "We were a strictly study committee" and "it is possible that a future action committee might come up with censorship recommendations."

Recommendations decided upon by the study committee are that censorship probably is not the answer to the problem, but that a community program alerting parents, youth workers, teachers, and churches to the danger is essential. It also said that a standing committee should be named by the mayor with youth service clubs, parent teacher organizations, and other similar groups.

"It's a long-range situation," Ervin said. "We need an active program in the schools, in the churches, and in the homes."

He said, "There is no way to raise the level of thinking of the people except in the homes, churches, and schools. That's where the inspiration comes from."

"BURTON and LIZ were never like this"

LONDON DAILY MAIL

CARRY ON CLEO
The funniest film since 54 B.C.

A GOVERNOR FILMS RELEASE

New Calif. House Pledges Family Appeal Features

FRESNO, CALIF.—The first hard-top theatre to be built in Fresno in 20 years (population in excess of 135,000) is the Squire, scheduled to open Sept. 1 with Dale Robertson's full-length animated western, "The Man From Button Willow."

The new, 500-seater, is owned by Simon Korenbrot and his son, William, who also manages the Warners Cinerama in Fresno. The younger Korenbrot will manage both houses.

Located in College Community Center, the Squire is the first theatre to be built in a shopping center in central California and was constructed only after heated controversy with city officials over zoning restrictions.

Surrounded by some 20,000 homes, the theatre owners finally promised the City Fathers that under their ownership the Squire would never become a "sex house," playing bawdy films. Strong opposition to the theatre was based on such a fear.

William Korenbrot, impressed with the published intentions of actor-producer-distributor Dale Robertson to handle only family-trade type features, made arrangements through United Screen Arts to open the Squire with "The Men From Button Willow," then follow it with "Lord Jim," "Cheyenne Autumn," "Genghis Khan," and "Shenandoah."

Said Korenbrot, "I'm with Robertson all the way in his campaign to bring family pictures back to the theatres."

The Squire will have an invitational premiere on Sept. 1 and a benefit screening the following night for the Holy Rosary Orphanage Society of Fresno.

Frank Sinatra, star of 20th Century-Fox's "Von Ryan's Express," became the 150th motion picture celebrity to have his name embedded in cement in the forecourt of Grauman's Chinese Theatre, Los Angeles, Cal.

"The Man From Button Willow" will play for two weeks as the initial attraction in the controversial house that won one of the hottest civic battles ever waged in Fresno.

The theatre will have the latest equipment, including SP 20 Norelco projectors with Xenon lamps replacing carbon lights.

Korenbrot said that the Fresno theatre is the first of three he and his father plan to build in the San Joaquin Valley. Hollywood movie personalities and executives of United Screen Arts will be flown to Fresno to attend the benefit screening on September 2.

Korenbrot is working with Harry Koplan, United Screen Arts director of production, planning an extensive promotion campaign to open the Squire, including a press party for all news media on Aug. 15.

U.S.A. Creates Subsidiary To Handle Mature Films

STUDIO CITY, CALIF.—Laurel Films, a new distributing company, has been formed by Dale Robertson as a subsidiary to his United Screen Arts, a production and releasing firm.

Robertson announced that Laurel Films will release certain of the independent features now being acquired by United Screen Arts. Such films will include "The Young Sinner," due for an August release; "Bend to the Wind," and others.

U.S.A. will continue to release major features for family entertainment, with Laurel Films handling films of a more mature nature, Robertson said.

Dick Robbins, who recently completed a special assignment to create promotional campaigns for "The Young Sinner" and "One Way Wahine," has been appointed promotion and exploitation director of United Screen Arts, according to Harry Koplan, director of production.

Robbins will report to Koplan, who also is director of advertising, and will work on advertising and promotion of the films distributed by U.S.A. and Laurel Films.

In announcing the appointment, Koplan said, "The rapid growth of United Screen Arts and its new subsidiary, Laurel Films Co., is pushing us to find proper personnel to build an alert, hard-working releasing organization.

"In the past month, in addition to Robbins, we have added two regional salesmen Chris Gorder, who will cover the Pacific northwest and Jesse Chinich, who has been added to our east coast office.

A GOVERNOR FILMS RELEASE

CARRY ON CLEO
The funniest film since 54 B.C.

OUTGROSSING THE RECORD-BREAKING "Carry On Nurse" ALL OVER THE WORLD...
AND THIS ONE IS IN COLOR!

The NEW YORK Scene

By Mel Konecoff

IMAGE, THE QUARTERLY HOUSE ORGAN OF THE WEST COAST PUBLICISTS Guild, was sent on through the courtesy of Max Weinberg, who tells us he edited this copy. There's a cute bit on a Unit Man (publicist).

First there's "A Dream Day in the Life of a Unit Man."

8:45 a.m.—Pat wife on head, kiss dog, leave for office. 9:00 a.m.—Goddam all freeways. 9:15 a.m.—Arrive studio, have coffee. 9:30 a.m.—Read trades. 9:45 a.m.—Write trade story. 10:00 a.m.—Berate planters account nothing in trades. 10:15 a.m.—Visit set in time for move to another stage. 10:30 a.m.—Have coffee on set. 10:45 a.m.—Talk to actor—like blowing in vacuum bottle. 11:00 a.m.—Return to office. 11:15 a.m.—Write story. 11:30 a.m.—Push story with planters. 11:45 a.m.—Wait for lunch. 12 noon—Arrive Green Room. 12:15 p.m.—Check menu, insult chef, and order hamburger. 1:00 p.m.—Watch for actresses with large control knobs. 1:30 p.m.—Return to office. 1:45 p.m.—Belch. 2:00 p.m.—Visit set. Moved. 2:15 p.m.—Arrive new stage. 2:30 p.m.—Talk to actor. Nothing. 2:45 p.m.—Write fictitious story. 3:00 p.m.—Push story with planters as absolutely true. 3:15 p.m.—Return planters' fishy stare. 3:30 p.m.—Call wife to see how dog is. 3:45 p.m.—Have cookies and coffee. 4:00 p.m.—Write feature. 4:15 p.m.—Turn it in and run. 4:30 p.m.—Write minor casting. 4:45 p.m.—Ask planters what happened to recent boxes. 5:00 p.m.—Tell planters to calm down. 5:30 p.m.—Complain about clock in hall being slow. 5:45 p.m.—Clear desk and put on coat. 6:00 p.m.—Halfway home.

Then comes "A Real Day in the Life of a Unit Man":

8:30 a.m.—Kiss dog, bark at wife, leave for office. 8:35 a.m.—Curse freeway drivers. Resolve to keep calm. 9:00 a.m.—Arrive at studio—pour cup of coffee as panic button sounds loud and clear. 9:01 a.m.—Boss ecstatic over break in Times, but how come nothing in Herald-Examiner—or vise-versa. 9:05 a.m.—Take big gulp of coffee. 9:07 a.m.—Hurry call from set. Ponder drinking coffee while hot—decide set's hotter. 9:15 a.m.—On set—star complains name wasn't in Hopper. 9:30 a.m.—Start to leave—co-star complained name not in Parsons. 9:45 a.m.—Start to leave—director wants conference when shot is over. 10:00 a.m.—Pour coffee and wait. 10:15 a.m.—Feature player corners you with three unusable ideas for Life layout on how he cooks lasagne. 11:00 a.m.—Director finishes shot —asks why his name isn't in every trade. After all—he's the one who's making pic. 11:30 a.m.—Saved by bell. Head back to office trying to collect shattered mind. 11:50 a.m.—Give up. Go to lunch. 12 noon—Menu revolting. Order hamburger. Hamburger revolting. 12:15 p.m.—Feast instead on well stacked girl eating with undernourished boy friend. 1:00 p.m.—Return to office. Write feature on pic. 1:30 p.m.—Call columnist. Arrange to take him on set for interview with star at star's request. 2:00 p.m.—Arrive on set. Company shooting. Sit and wait. 2:15 p.m.—Star waves at columnist. 3:00 p.m.—Star breaks away—greets columnist warmly. Asks to see unit man for a moment in dressing room. 3:01 p.m. —Feature players keep strolling by trying to attract attention of columnist. 3:05 p.m.—Head to star's room. Star in stew—hates columnist—is sure he put him down to head hate list—begs unit man to get him off hook. 3:30 p.m.—Make excuses to columnist—star under pressure—big day—bad scene. 3:45 p.m.—Feature player tries to corner columnist. Leave before damage done. 4:00 p.m.—Walk columnist to car. Head for office. 4:45 p.m.—Return to office. Pour cup of coffee. Start by-line piece for star—first cleansing mind. 5:30 p.m.—Turn in story. Glance quickly at day's clippings. See three stories of yours. 5:45 p.m.—Collect them to show boss. 5:46 p.m.—Change mind. 5:47 p.m.—Clean up desk. 6:00 p.m.—Leave studio. Must remember to kiss wife and bark at dog.

Now you know how one of the other halves lives.

THE METROPOLITAN SCENE: SORRY ABOUT THE PASSING OF JERRY SAGER'S wife. . . . Inside tip: Joe Brenner has an entry for teen and college set high on realism entitled "Caressed," which could be one of the surprises of the year. . . . Exhibitor Ed Side from Lexington and Virginia had eye surgery at Columbia Presbyterian Medical Center. . . . MPA community relations director Margaret Twyman addressed graduate class in mass media at Hunter College on films and film education. . . . New discotheque dance called "The Zorba" was demonstrated to crowd outside Cinema II where a film called, coincidentally enough, "Zorba The Greek" was playing. . . . Museum of Modern Art Film Library presented five films directed by Stanley Kubrick, which he gifted to the Museum. They included "The Killing," "Paths of Glory," "Spartacus," "Lolita," and "Dr. Strangelove."

K. C. Exhibs Back Rogers

KANSAS CITY—The Greater Kansas City area will have unusual leadership for the Will Rogers Hospital drive this year, according to Stanley H. Durwood, national exhibitor campaign co-chairman.

Durwood adivsed Morris Lefko, Metro-Goldwyn-Mayer vice-president and general sales manager, and this year's general chairman of Will Rogers fund raising, that Glen Dickinson, head of the Dickinson Theatres and Doug Lightner, general manager of Commonwealth, will serve as area exhibitor co-chairmen, along with Tom Bailey of MGM, who is Kansas City area distributor chairman.

A general meeting of film company managers and salesmen, plus exhibitor leaders has been called for immediate launching of the campaign, which will be conducted in the Kansas Missouri area throughout August and September. Tom Bailey is spearheading the first meeting.

Durwood, Dickinson and Lightner are working with radio and TV leaders for the participation in the drive by all area stations.

Albany Welcomes Return Of Para. Branch Manager

ALBANY—Exhibitors and New Film Rowers alike greeted with enthusiasm Paramount's appointment of an Albany branch manager John Surfistino, and approval of plans for enlarging its office space on second floor of RTA Building.

This major distributor had been without a branch boss since reopening a small exchange three years ago. Albany was supervised from Buffalo by Dan Houlihan, manager there. He made periodic visits here. Surfistino, salesman out of Buffalo, called regularly on Albany district accounts and divided his time between the two areas.

The new arrangement bases Surfistino, longtime Paramount Buffalo employee here. He is assisted by Dick Hayes, booking manager and unsurpassed in knowledge of the Albany territory—Hayes served for years as a Paramount salesman during the flush years; Corinne Fisher, secretary; and a new biller.

Exhibitors received a letter on Surfistino's take-over. Paramount's last previous local manager was Houlihan, earlier a 20th-Fox exec.

When the company closed its downtown offices about eight years ago, Houlihan was transferred to Boston. He handled both that district and Albany for some time.

Columbia, Warner Bros., United Artists, and 20th Century-Fox reopened operations in RTA Building. So did Allied Artists, which later discontinued an Albany office.

UA has no local manager, being directed from New York. Metro is still functioning on the Row, but in a more compact arrangement. Max Westebbe, independent distributor for Albany-Buffalo and former RKO branch manager, also continues.

Universal never reopened an office here, after darkening the old, large one. It has an area representative, however.

Weinstein Joins Landau

NEW YORK—Henry Weinstein has left MGM to join the Landau Company to produce Carson McCullers "Heart Is the Lonely Hunter," which goes into production before the year's end, it was announced by Ely Landau, head of the company.

Weinstein was previously associated with Landau as producer of the highly successful "Play of the Week" tv series.

Miller International Corporation and Medallion Pictures Corporation announced a pact whereby a number of feature films will be produced jointly. Seen, left to right, are William J. O'Brien, Gilbert Miller's representative; Ben R. Schrift, president, Medallion; Murray J. King, president, Miller International Corporation; and Arthur Sachson vice-president and general sales manager, Medallion Pictures.

Special Film Symposia Highlight N. Y. Festival

NEW YORK—Highlighting Lincoln Center's third New York Film Festival, Sept. 7 through 18, will be a series of approximately 12 special panel events entitled Film '65, it was announced recently by Festival director Amos Vogel. Arthur Knight, film critic for the "Saturday Review" and Professor of Cinema at the University of Southern California, will serve as coordinator of the series—open to the public—which will be held at 6:15 nightly at the 212 seat auditorium of the new Library and Museum of the Performing Arts in Lincoln Center.

"Leading film directors, critics, and members of the film industry both here and abroad are expected to participate in the symposia," Vegel stated. "Film '65 will examine not only the position of motion pictures on today's cultural scene, but will look at contemporary trends in film and their promise for the future."

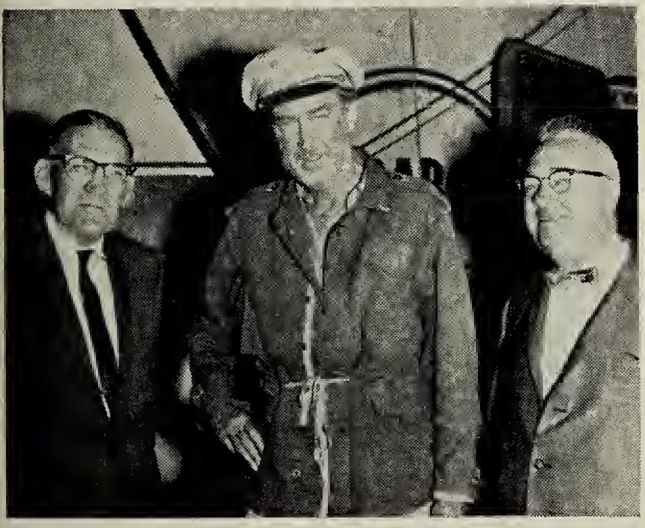
A special session on the role of film criticism, with prominent critics participating, is on the agenda, as well as a "work in progress" report on a new film by an important American director. Critical re-examinations of the Festival's two revivals, Erich von Stroheim's "The Wedding March" and Louis Feuillade's "Les Vampires," are also planned. A number of foreign directors, attending as guests of the Festival, will be interviewed as part of the series.

Up VCI Membership

LONDON—Variety Clubs International, with 35 clubs in America, Canada, Mexico, Ireland and Britain, expects to increase its membership by 1,000 by the end of the year announced by Jack Fitzgibbons, Jr., second-international chief barker who is in charge of the movement's membership section.

Fitzgibbons reports the biggest success story from the Variety Club of the Pacific North-West, with a membership jump of 354 per cent since January. The club was practically moribund but following a meeting between its Chief Barker, Dwight D. Spracher, and International Officers George Hoover, Fred Stein and Gene Murphy, the entire set-up was reactivated. Membership is now 159, with 16 additional members to be inducted in the Fall.

Other striking membership advances are: Variety Club of Des Moines—58 per cent increase; Omaha—52 per cent; Mexico—50 per cent; Dublin—24 per cent.



Actor James Stewart recently welcomed George Flaherty, left, IATSE vice-president, and Bill Walsh, brother of IATSE president Richard Walsh, on the set of 20th-Fox's Robert Aldrich production, "The Flight Of The Phoenix."

LONDON Observations

By Jock MacGregor

"GO WEST YOUNG MAN" HAS BEEN THE CALL DOWN THE YEARS. WITH THE sun trying to break through the clouds, I answered it, headed west, right down the Great West Road and beyond until I came to Stoodge City (Alt. 175. Pop: 281). You won't find it on any map, but it is there, complete with saloons, livery stables, undertaker (he was doing a great trade), and Mid-Western Union cable office in the Pinewood foothills just beyond the studios—indeed right on the fringe of the stockbrokers' dormitory belt in Bucks County. It has been realistically created for Peter Rogers' "Carry on Cowboy," which Gerry Thomas is directing in color with the celebrated team.

With Italy, Yugoslavia, Germany, and Spain churning out westerns, it was inevitable that one would be shot here, and why not? Hollywood has taken enough liberties with Britain! Peter is out to spoof every tradition, siutation, and cliche sacred to the western. He had no trouble finding sandy wastelands where another red-skin could bite the dust, and wagon trains could drive on the right of the track without worrying a British bobby. His problem has been the weather—not sandstorms or tornadoes, but the inevitable English summer showers. Who has ever seen Injuns swoop in the rain with war paint running? When he shot, special machines were hidden in the covered wagons so that clouds of dust could be thrown up by the thundering wheels despite the sodden ground. It looks fine on the screen.

Inwardly, Peter is still a trifle puzzled by the ever increasing success of the series. Periodically, he decides to do no more only for a new success to make him concede. Now "Carry On Cleo" is breaking records, and he is planning "Carry on Screaming" with horror films as the target. He wonders what he will be able to get away with censorwise. As outlaw Sid James rode into town, the sheriffs prepared to shoot it out, the mothers grabbed their daughters off the street, this pale-face pulled out and hit the West End trail.

UP WEST IT WAS REAL WILD. THOUSANDS OF HOOTIN', SHOUTIN', SCREAMIN' fans packed Piccadilly Circus as though it were New Year's Eve to see Princess Margaret and The Beatles arrive for the "Help!" preme at the London Pavilion. It is a bad place for such an event. To make matters worse, UA sent me tickets marked for the main entrance and a car sticker, according to officiously mad police who tried to stop me getting out of a cab for another. Ruddy marvelous! The Pav's small foyer was packed tight. . . Though pandemonium raged despite the Princess when a short opened the previous "Hard Day's Night" preme as most of the audience wanted Beatles, more Beatles, and only Beatles, the tabs again opened to reveal a featurette, Harold Baim's excellent "A Day With Dino" and not "Help!" The youngsters screamed, and many in the stalls rushed to the front, ignoring protocol, to try to see the stars in the circle. It was some time before they were quietened and reseated and Rossano Brazzi's commentary could be heard. This time, The Beatles did not go on the stage. This, I gather, was their decision. It was a great mistake and a terrible letdown. Many went as much to see them as the film, and only saw them because of conditions on the screen.

The film got the rousing reception it so rightly deserved. Producer Walter Shenson and director Dick Lester have really delivered a joyous, colorful, wide screen eyeful, which is so high in comedy that I found the songs almost an intrusion. There is so much imaginative, outrageous fun that at least two visits are necessary to absorb it all. Here is a winner if ever I saw one.

ANOTHER HILARIOUS BRITISH MOVIE IS CHARLES H. SCHNEER'S "YOU MUST Be Joking," which Michael Winner has directed. It ribs Army Initiative tests with unbridled audacity, and the police seen investigating a vintage car blowing up in Piccadilly Circus are not joking. They are the real thing, and some of the unit were fined for their participation. Starring are Michael Callan and Terry-Thomas, abetted by many top funsters and loads of pretty girls. And talking of pretty girls, it was a pleasure to have a farewell drink with Suzanne Leigh before she flew to Hollywood to star with Elvis Presley in "Hawaiian Paradise" as part of a seven-year non-exculsive contract with Hal Wallis. This is good. For too long, British actors alone and not attractive actresses have been having the breaks. The tide is turning. Cute Susan Hampshire positively purred into the phone the happy news that since my writings about her enormous success at the Argentine Film Festival, a number of top roles had been offered. First she goes to France to star in "Paris in August," speaking entirely in French which gives her a big kick, and on her return will star with Peter McEnery in Walt Disney's color adventure, "The Fighting Prince of Donegal." Good for her—she has worked really hard for the chance and overcame many obstacles. . . . The excellently run Shipman and King Circuit, headed by Sam King and son Peter, has gone further ahead and at $660,974 shows an increase of $208,575 in net profits before taxation on the year. Shrewd management, good showmanship, and sound film booking still pay off. . . . Rank Overseas' publicity chief Geoff Martin has resigned after many years in Germany, America, and at home for a top international job which he has asked me not to name until it is officially announced in New York. He pushed the boat out for colleagues when he left in Wardour Street's "Intrepid Fox"—named after the 19th century politicians and not the film company. "Pushed the boat out" has special significance. A secret was leaked. He has been attending night school studying boat building, and has built one. Getting it to the new location will give his wife an added headache. . . . Barry Jacobs has moved to bigger offices before visiting America in search of new product for his flourishing Eagle Films distribution. . . . With "Help!" brought forward to the Aug. 1 Rank release, ABC strengthened the "Villa Fiorita" bill by dropping "Gay Purree" and substituting "Ensign Pulver" or "Youngblood Hawke." . . . MGM exploiteer Jack Green resigned to join Coltman Displays. . . . Pan Books predicts that "Modesty Blaise," when published in February, will challenge James Bond, and are printing over half a million copies.

ALBANY

Edward T. Leich, Jr., former state auditor, is new manager of the Hellman. He succeeded Gene Gannott, resigned. . . . Gilbert Jones, of Sarnac Lake, is new owner of Sara-Pla Drive-In, between Saranac Lake and Lake Placid. Raymond Simth, Simth Booking Service, is serving as buyer and booker. . . . Max E. Youngstein spoke on "Communication by Motion Pictures" at the Renssaelaerville Institute on Man and Science. He substituted for Stanley Kramer who was originally scheduled to speak. . . . Automobile racing is a growing sport in the area and one of the numerous counter-attractions to motion picture theatres. A new track at Malta is reported to be drawing 5,000 attendance on Friday nights. . . . Bill With, Palace manager, and his wife vacationed in Maine. . . . David and Michael, sons of H. H. Gaines, Warners branch manager, were at a Lake Luzerne boys' camp. . . . Bandits robbed the Hudson River Drive-In, near Schaghticoke, of $308 recently, in a hold up of cashier Mrs. Lend Carelli, mother of manager Dominick Carelli. . . . Ralph Ripps, MGM, was named distributor chairman for the Albany district for the 1965-66 Will Rogers Memorial Fund Drive. He is a brother of Herman L. Ripps, assistant MGM general sales manager, and has served before.

BUFFALO

Sidney J. Cohen, president, Allied Theatre Owners of New York State, Inc., announces that a new board of directors for the coming year for the Buffalo area has been unanimously elected as follows: Marvin Atlas, Sam Sunness, Joe Warda, Dewey Michaels, Gasper P. Mendola, John Martina, Sam Gandel, Jake Stefanon, Sidney J. Cohen, Ronald Hoecle, Charles Finnerty, and Harry Berkson. These exhibitors united with the Albany area new directors, Leonard Rosenthal, Sylvan Leff, John Wilhelm, Ray Smith, Howard Goldstein, and Sam Rosenblatt, to elect new N. Y. Allied officers during the combined N. Y. and N. J. annual convention at the Concord, Lake Kiamesha, N. Y. . . . In the course of an interview with Donald Schine, the Buffalo Evening News said the opinion of the vice-president and general manager of Schine Enterprises was that the operation of the circuit's theatres, including the prosperous Granada, Buffalo, would continue its even tenor in the foreseeable future. Asked to comment on the sale of the theatre and hotel empire to Lawrence A. Wien and Harry B. Hemsley, young Schine, nephew of J. Meyer Schine, chairman of the corporation's board, said that the "transition period" would be "extensive and orderly." The executive warned against expecting "radical developments." The Buffalo Schine house, the Granada, which began as a "neighborhood" show place for second-run films, is an outstanding pace-setter of the new order, with a record of sensational long runs for such films as "Lawrence of Arabia" and "My Fair Lady." During this period, the property has been expensively transformed in engineering, comfort, and decor. . . . Jerry George, manager, Buffalo branch of National Theatre Supply, announces that his company has sold two Norelco 70-35 mm projection machines to the new Young Street Drive-In being erected in Tonawanda by Harry Berkson and Nate Dickman. . . . Among the guests attending the preview presentation of the new Loew theatre in Pittsford, N. Y., near Rochester was George Diem, Rochester, who was the first doorman of the Wonderland, early Kodak Town picture house. His late wife was organist in the same theatre. . . . When "The Sandpiper" was shown at the Paramount, Rochester, Francis Anderson arranged to have Nancy Van Voorhis, local free lance artist, appear in the lobby to sketch patrons attending the opening of the attraction at the American Broadcasting Companies downtown house. . . . Schine's Granada has decided to continue "My Fair Lady" until Aug. 24. The next attraction will be "Agent 8¾," a Continental production. By Aug. 24 "My Fair Lady" will have attracted approximately 187,000 since the premiere Dec. 23 last year. . . . Now that the RKO-Palace theatre organ in Rochester is definitely slated to find a new home in the Auditorium theatre, memories will go back to the days of the silent movies when organs furnished the principal musical background. The Palace, nearing its end to make way for a new building, including a new theatre, harked back to its vaudeville days with a special show of five variety stage acts, a pit orchestra, and a silent film accompanied by the Mighty Wurlitzer, all in addition to its current picture, "Von Ryan's Express." The one night show attracted an SRO audience.

CHICAGO

The Cinema, newest theatre in the General Cinema Corporation chain, opened in the Randhurst Shopping Center. . . Harry Balaban is chairman of Variety Club's 1965 Golf Tournament scheduled for Elmhurst Country Club on Agust 27. . . . Hubert A. Downey, 74, former sales manager, Curtiss Candy Company, died in the Evanston Hospital. He retired in 1954 after having been with Curtiss for 30 years. . . . Ed Cassin, veteran head of Michael Todd Theatres, has become general manager of the Los Angeles Beacon Theatre chain. . . . Richard Bernstein, son of Vic Bernstein, chief barker, Variety Club of Illinois, will be wed to Maureen Shapiro. . . . Hugh Hefner's Playboy Enterprises has purchased 423 acres of land, a few miles from Lake Geneva, Wis., which will become a five million dollar resort club.

CINCINNATI

Robert Oda, manager of Cincinnati Theatres' Twin Drive-In, has been appointed the circuit's director of advertising and publicity, succeeding Bob Rehme, recently appointed field representative for United Artists. Oda began his career in the industry at 13 and since then has worked in all phases of theatre operations. Appointed Twin manager in 1960, Oda has received a number of citations and awards for his outstanding promotions for drive-in products. He will continue as manager plus his new duties until a replacement can be trained for the Twin. . . . A series of travel films each Tuesday during the summer months at suburban Camargo are being very well received by patrons. . . . "The Art of Love" has played to 46,000 patrons during the first five weeks of its current run at Mid-States Theatres' stunningly renovated Mary Anderson, Louisville, Ky. . . . Mid-States has scheduled complete renovations in early fall for its suburban Hollywood and Mariemont, and when completed, the houses will be on a par with the circuit's downtown Times. . . . "What's New Pussycat?" draw the largest attendance for an opening week since the Times Theatre, the city's "Towne Cinema," reopened on a first-run policy in 1964. Preceding the opening July 28, a lively parade amused the invitational audience, and to top the whole thing off with a French touch, champagne was served in the lounge. The Times, which is its own best advertisement, has been repainted, this time in white and bright blue, with black accents, to create a gay background for the film. Also to give "Pussycat" an extra push, city officials, news media representative, business and theatre executives were cocktail guests the day preceding the film's debut. . . . Andrew V. McLaglen, director of "Shenandoah," and Rosemary Forsyth, featured newcomer in the cast which stars James Stewart, made a decisive impression while here to promote the film, which opened in 19 Greater Cincinnati theatres. . . . Chakeres Theatres, Springfield, O., has appointed Harry Blain, former State manager, Greenville, O., as manager of the Majestic, Springfield, O., and Pearl R. DeLong, Ironton, O., exhibitor, as manager of Starway Drive-In, Frankfort, Ky. . . . Vichi Scheid is new 20th-Fox office staffer. . . . Felicitations are extended to John Kallmayer, 20th-Fox head booker, upon the adoption of a baby boy. . . . TOC is booking and buying for operator Auburn Haggard, New Salem, Dayton, O., and Larry Thomas, Athens, W. Va., is servicing the King, Oak Hill, W. Va., for operator Elizabeth Thomas. . . . The screen tower of the 500-car Owens Drive-In, Charleston, W. Va., destroyed by high winds, was quickly rebuilt to permit operator Natalie Gunter to reopen within 10 days . . . "Back-to-School Kiddie Shows," one of the most successful annual promotions presented by Chakeres Theatres, will open Sept. 1 at all circuit indoor houses.

COLUMBUS, O.

City officials do not plan to file obscenity charges against the Gayety for showing "The Free Society," said Captain Herman Beck of the police squad. Beck said the film does not meet legal requirements for obscenity charges. Leroy Griffith, operator of the Gayety, still is announcing a live burlesque policy. Safety Director Fred Simon said new laws will be drafted if loopholes are found in the present city law which forbids burlesque within a mile of a church or school. Beck said Brooke Alloway, attorney for the theatre owners, plans to contest the constitutionality of the law. . . . Bernard Ginley, operator of the Southern, has installed a new boxoffice flush with the side of the theatre entrance.

DALLAS

Chill Wills sold the first bag of popcorn at the formal opening of the Park Forest to Dallas Mayor Erik Jonsson. The mayor was unable to eat the popcorn as it was sprayed with gold paint. The opening drew 900 dignitaries to the Park Forest, which has a seating capacity of 656. . . . Raymond Willie, vice-president and general manager of Interstate Theatres, presented Interstate Theatres' Gold Star Award to Mervyn LeRoy for his "outstanding contributions to the motion picture industry" and in commemoration of his 75th motion picture, "Moment to Moment." . . . Rube Jackter, from Columbia Pictures' New York office, and Jack Judd, southwestern division manager of the company, were hosts to Dallas area exhibitors when Jackter outlined the upcoming films. . . . Falcon International Corp. will start filming of "The Black Cat" here based on a screenplay by Harold Hoffman and the Edgar Allen Poe short story. Patrick Sims will serve as producer and Hoffman as director. The studio has produced three other films, "Under Age," "Free, White and 21," and "The Trial of Harvey Lee Oswald." The new film is the first of a series of science-fiction movies to be made here. Robert Frost and Robin Baker will take the top roles, with Sadie French also in the cast in a major role. Local singer Scott McKay will also be seen in the film. . . . The Texas campaign for the annual Will Rogers Memorial Fund will be headed by Bernard Brager, local branch manager for Paramount Pictures, who will be in charge of distributor participation, and Raymond Willie, vice-president and general manager of Interstate Theatres, who will be in charge of the exhibitor phase of the campaign. The fund raising drive will be conducted in hundreds of theatres in Texas during the week of Aug. 26. In 1963, Texas audiences contributed $26,499, and last year contributed $36,202. . . . Card Walker, vice-president of Walt Disney Productions, and Irving H. Ludwig, president of Buena Vista Distribution Co., headed a group of Walt Disney representatives who visited Dallas to discuss Disney releases. Also here was Dean Jones, star of films and television. A dinner and seminar was hosted by the group . . . . Joe Jackson had been named to serve as chief liaison officer between the International Variety Clubs and the Will Rogers Memorial Fund. Jackson is head film booker for the Interstate and Texas Consolidated circuits. . . . During the run of "The Art of Love" at the Palace, Ed Hogan, local television personality on WFAA-TV, is to give away an original oil painting, and a fashion wig is to be given away from The Wig Box. . . . The Seven Arts film exchange, managed by Jack Walton, has moved to new offices in the Tower Petroleum Bldg.

DENVER

Merf Evans, Colorado Safety Council, and Attorney General of Colorado Duke Dunbar were luncheon guests at the regular monthly meeting of the Rocky Mountain Motion Picture Association. Evans was a Denver area exhibitor before assuming his present postion, and Dunbar was associated with local film exhanges before taking up the practice of law many years ago, so it was "old home week" for the pair. . . . Choice Paonia cherries made up a gift for the employees of each of film row's exchanges from Homer Graham, Paonia Drive-In on the western slope of the Colorado Rockies. . . . Chick Lloyd, American International, has fully recovered from recent hospitalization and is back in his office, and Murray Gerson, who was delayed in leaving Denver by Lloyd's Illness, has now accepted promotion to the San Francisco office. . . . James Spitz, formerly head booker and office manager at the Salt Lake City office of Warner Bros., has been transferred to Denver and promoted to salesman. . . . Al Hemmingway is now a salesman for Paramount in the Denver exchange. . . . Cheryl Sweeten, daughter of International 70 manager Bob Sweeten and a former Miss Colorado, was married to Air Force Lieutenant Michael D. Smith. . . . District manager Leon Hoofnagle, Commonwealth Theatres, was on film row introducing new district booker Bob Krause. . . . One of the area's oldest and most respected exhibitors, Miss Marie Goodhand, 89, Kimball, Nebr., died in a rest home in Scottsbluff, Nebr. Her funeral at the First United Presbyterian Church in Kimball was attended by many exhibitors and film people from several states. Miss Goodhand opened the America Theatre, Kimball, in 1923 and has since replaced it with the Goodhand. Her associate, Virgil Stahley, will continue operation of the Goodhand theatres.

DES MOINES

Bill Towey has been appointed city manager at Des Moines for Tri-States Theatre Corp., succeeding Leon Doherty, who has taken a leave of absence because of ill health, Towey had been serving as manager of the Paramount, Waterloo, and in the change, Roy Oldfield, formerly manager, Des Moines, will take Towey's spot at Waterloo. . . . Bill Lyons, formerly with United Artists in Des Moines, has been named as MGM manager at Omaha, Neb. . . . Russ Scinta has been named as manager of the new Pastime, Maquoketa, Ia., by Iowa United Theatres, succeeding Virgil Bachman. . . . Robert Birch, formerly manager, Broadway Drive-In, Columbia, Mo., has been named manager of the Theatres at Creston by Commonwealth Theatres, succeeding Frestle Chenoweth. . . . The new Tri-States to be constructed at the Merle Hay Plaza shopping center in northwest Des Moines, is new scheduled for completion by October.

DETROIT

Fabian Theaters invaded Michigan for the first time with the opening of the new Universal City, Warren, which seats 1,400. Announced as managing director is William Ahrens. . . . An aroused group of 100 downtown businessmen and residents met to demand action and arrange for a meeting with Police Commissioner Ray Girardin concerning conditions in the area which contains, or is adjacent to, most downtown houses. Prominent in the group are exhibitor Ray Schrieber, Colonial; Fred Sweet, Telenews; and Milton Herman, Roxy. According to Deputy Superintendent of Police James Lupton, there have been 9,000 arrests or complaints made in the area this year—twice the rate of a like period in 1964. It was charged that high school girls from outlying districts were being recruited in respectable sections and were being brought downtown as prostitues. Schrieber said downtown was beset with "pimps, prostitutes and panderers." The danger of assault and robbery was pointed up and one woman reported she was now afraid to walk to church. Others stated they would move away if something were not done. Sweet said undesirables do not appear where property owners properly maintain buildings and grounds. The consensus of opinion was that an increase in police was sorely needed, and patrolmen, rather than reliance on squad cars, would help the situation. Schrieber also appeared on television, and Sweet was quoted in the newspapers.

HOUSTON

Warner Bros. is said to have signed a lease to construct a new Cinerama theatre in the Memorial Center shopping center, operated by Bob Buck and Joe Johnson. . . . Fred Cannata, managing director, Horwitz Homefolks Theatres, closed the doors of the Iris after 46 years in the city. For the final showing the prices for 25 years ago were instituted, five cents for children and 15 cents for adults. On the screen, the top half of the double bill was "Top Hat," with Fred Astaire and Ginger Rogers, which showed at the opening of the Uptown, another Horwitz house which was closed last week. Both will be demolished to make way for a parking lot. . . . "Shenandoah," which had its world premiere showing at the Majestic, where it had a long run, has now switched to a multiple opening at 15 suburban theatres. . . . "Ditte, Child of Man" was screened at the Jewish Community Center. Henning-Jensen directed the Danish film, which stars Tove Maes. . . Ethel Merman, currently being seen in "The Art of Love," has stated that she would like to appear in the new Sharpstown theatre-in-the-round in a musical. . . . Trio Productions, Inc., Houston based entertainment company, has been formed here by Frank Young, Houston producer. Trio Productions intends to bring the best in film and live entertainment to numerous Gulf Coast cities from Mexico to Florida using local, national, and international talent.

JACKSONVILLE

Mildred Land, WOMPI chairman of Will Rogers Memorial Hospital collections, said that WOMPI volunteers are available to make audience collections at all theatres in the city's metropolitan area. . . . Special birthday honors were given by the WOMPI membership to Sandra Hughes, Columbia; Rex Grimm, Warner Bros.; Anne Dillon, Florida State Theatre; and Judy Cason, 20th-Fox. . . . The newest WOMPI member is Alto Morrow, San Marco Art Theatre staff. She is the widow of Dunbar Morrow, who was stage manager at the downtown Florida for 37 years. . . . George Weeman, son of Jane Weeman, WOMPI member at Columbia, who recently received a diploma as a radiologist at the age of 19, is preparing to sail for London following his acceptance for a further course of study in radiology at the Royal Institute in Manchester, England. . . . Motion picture history was made here 50 years ago when the downtown Arcade Theatre, built at a cost of $75,000 at 1915 prices, opened to the public. It had 1,250 seats for patrons and a full orchestra in a sunken pit in front of the stage. The Arcade was the city's finest de luxe theatre for the next 12 years or until the present-day Florida was completed in 1927. The Arcade closed a few years ago; the interior was gutted; and the de luxe Center of today rose like a phoenix from the shell of the outmoded Arcade. . . . A new neighbor of the Center is the Cowford Palace Saloon, night spot for theatrical crowds. Cowford is the original name of Jacksonville in the early 19th century when what is now the center of the city was simply a narrow point used for fording cows across the St. Johns River.

MIAMI, FLA.

Carl Jamroga, Park East and West, Winter Park, was first prize winner in Wometco's quarterly Manager-Plus Contest, for the period ending April 30. . . . Frank Sinatra was in Nassua conferring with his producers and directors on arrangements for his next film, "Assault on a Queen," scheduled to be shot in Nassau in November. . . . Construction has begun on Loew's new theatre in St. Petersburg, Fla. The house will seat about 1,200 and is expected to cost about $700,000. It will have 16,000 feet of floor space and be as high as a four story building. The 60x35 foot screen will be capable of showing all film techniques. Robert Greenbaum is architect, and Bernard Greenbaum and Associates will own the theatre building. . . . Neil Evans and James Ferguson have been assigned as trainee assistant managers at the Palm Springs and Capitol, respectively. . . . F and B. Ceco, camera and lighting equipment firm of Hialeah, Fla., has acquired a 10-acre tract in the local area for construction of a film studio, with space to be rented to independent producers. . . . Louis Pollack has joined the staff of Wometco Enterprises, Inc., as administrative assistant for real estate, reporting to Stanley L. Stern, vice-president in charge of real estate and insurance.

Wanted

Experienced Theatre Manager for key situation.
Many Benefits, including retirement plan.

Apply WALTER READE-STERLING, INC.
MAYFAIR HOUSE, DEAL ROAD, OAKHURST, N. J.

MEMPHIS

"The Sound of Music" is entering its 17th week at Paramount. Estimates are that it is grossing about $10,000 a week. The local record presently is the $160,200 made by the Malco for "Goldfinger." Another record was made by Loew's Palace with "Tom Jones," where $105,000 was grossed. Loew's Palace is scheduled to have "Thunderball" to open during Christmas week. . . . Malco has a new concession stand in the center of the lobby. Customers are being served from all sides from the teakwood and onyx trimmed stand. "We plan to have two big revolving umbrellas installed," adds Elton Holland, Malco's manager. . . . B. F. Jackson is now operating Delta, Ruleville, Miss. . . . Sky-vue Drive-In, Arkadelphia, Ark., has re-opened after being closed to repair storm damage. . . . The Memphis WOMPI Chapter had its first business meeting of the new year at the Variety Club. Lois Evans, Film Transit, presided. Officers for the coming year are, in addition to Miss Evans, Marianne Bartlett, 20th Century-Fox, first vice-president; Lurlene Carothers, United Artists, second vice-president; Mary Catherine Baker, United Artists, recording secretary; Deltine Winters, Malco, corresponding secretary; and Jessie Ray Lucy, Malco, treasurer.

NEW HAVEN-HARTFORD

The Stanley Warner Capitol, Willimantic, was closed last Sunday in the middle of a performance when a flood of water from a stopped drain pipe poured across high-tension switches behind the screen. Mrs. Margaret Mortensen, manager, calmly refunded tickets at the boxoffice as the theatre evacuated in orderly fashion. The thearte resumed showings the following afternoon. . . . The Friedman Bros. Lenox, Hartford, was turned into a collecting point for clothing donated by metropolitan residents to families burned out in an apartment building blaze nearby. . . . Five boys—aged 12 to 15—were turned over to Waterford town juvenile authorities on charges of breaking into the concession building at the Waterford Drive-In Theatre on three occasions. . . . Henry L. Needles, retired Warner Bros. Theatres Hartfird district manager, has moved from Wethersfield to West Hartford. . . . Bruno Weingarten, E. M. Loew's Norwich-New Lindon Drive-In, hosted Blotto, the magic clown, at his opening performance of Buena Vista's "The Monkey's Uncle." . . . Milton Daly, SW State, Manchester, promoted a newspaper coloring contest for "The Monkey's Uncle," awarding guest tickets to top participants. . . . Sperie P. Parakos, vice-president and general manager, Perakos Theatre Associates, has a reserved seat policy in effect seven nights a week and Saturday and Sunday matinees for 20th-Fox's "The Sound of Music" at the Elm, W. Hartford. . . . Tom Barison Lockwood and Gordon Theatres, filled in for vacationing Cine Webb manager Jack Connell.

CLARK TRANSFER, INC.

Terminals:

- BOSTON, MASS
  818 Albany Street, Roxbury 617-268-4682
- NEW YORK, N. Y.
  609 W. 46th Street . 212-246-0815
- NORFOLK, VA.
  316 South Main Street 703-545-3832
- PHILADELPHIA, PA. (Executive Offices)
  829 North 29th Street 215-232-3100
- RICHMOND, VA.
  312 South 17th Street 703-648-6083
- TAMAQUA (HOMETOWN), PA. 717-668-1727
  RD # 2
- WASHINGTON, D. C. 202-526-4800
  3194 Bladensburg Road, N. E.

PROGRESSIVE ELECTRIC
CONSTRUCTION CO. INC.
240 N. 13th ST. • PHILADELPHIA 7, PA.
*35 Years of Theatre Construction
and Maintenance*

NEW ORLEANS

The Saenger-Orleans Theatre is observing its first birthday. . . . Milton White, ex-film rowite is seriously ill at Veterans Hospital. . . . Sympathy to Don Kay, president, Don Kay Enterprises, on the recent death of his uncle and aunt, Mr. and Mrs. Fred Kreckow, Waupun, Wisc. . . . Dixie Theatres Corporation reopened the Fox, Houma, La., after it was closed for some five months. . . . Ernest Drake, owner-manager Pic, Ponchatoula, made one of his infrequent visits to Film Row. . . . Roland Hoffman, member of United Theatres' home office staff, was on a vacation trek in up-state New York.

PHILADELPHIA

MGM moved to the Fox Building and branch manager Sidney Eckman invited everyone to come in and visit in the new offices. The telephone number remains the same—LOcust 7-5150. . . . Anthony Vizzachero, father of Felix Vizzachero, terminal manager, Clark Transfer, Philadelphia, died and condolences are extended. . . . The Studio tried a Humphrey Bogart Film Festival; but it was not too successful. . . . Sameric Theatres held the official opening of the Black Horse Pike Drive-In, Mt. Ephriam Avenue and Crescent Boulevard, Camden, N. J. The next two theatres to be constructed by Sameric are the Eric on Rittenhouse Square, Philadelphia, Pa., and the Eric Pennsauken, on Route 73 and 130 North, Pennsauken Merchandise Mart Shopping Center, Pennsauken, N. J.

PORTLAND

Grand opening of the recently remodeled Hollywood Cinerama Theatre here featured the Northwest premiere of United Artists' "The Hallelujah Trail." The theatre, repainted, recarpeted and redraped at a cost of $75,000 during the past 6 months, has emerged as a fine showcase for the super screen type of picture. Manager Carl Miller, a veteran of 34 years with the Fox-Evergreen organization, says the opening marks the theatre's fifth anniversary with Cinerama. A wall-to-ceiling drapery job in Chinese Red gives the Hollywood auditorium the appearance of the newer Cinerama houses. The remodeling included a new exterior marquee and the relocation of the box office in desk-type style at the entrance to the outer lobby. Among National General officials here for the opening were William Thedford, co-directer of theatre operations; Dan Polier, co-director of theatre operations and film buyer; John Klee, Pacific coast division manager, all from Beverly Hills, Calif. Ray Davis, Seattle, Northwest division manager, was also here for the opening. . . . Bill Gulick, Walla Walla, Wash., author, attended the opening with his wife. Gulick, a "full time" writer, authored the original book, "Bend of the River," filmed in the Portland area some years ago by Universal starring James Stewart. He has written a long list of book and magazine features. His latest will be "Mountain Men" (tentatively titled) to be screened by 20th Century-Fox, possibly next year. The script was adapted from a Saturday Evening Post novelette by William Ludwig.

ST. LOUIS

Mid-America Theatres have announced plans for a new drive-in in St. Charles, Mo. . . . Norma Omajundro, former booker at National Screen Service, gave birth to a baby boy, Mark Wade, her second child. . . . Deborah Walley, star, AIP's "Ski Party" was in town. . . . Tom Tryon was also in for the showing of United Artists' "Glory Guys." Both pictures had multiple area showings.

SALT LAKE CITY

Director Andrew V. McLaglen and Rosemary Forsyth were in in connection with the opening of Universal's "Shenandoah" at the Woodland. . . . The Sugarhouse Chamber of Commerce sponsored the premiere of Columbia's "Lord Jim" at the South East Theatre in Sugarhouse, a suburb of Salt Lake City. . . . Warners publicity executive Jack Wodell was in from San Francisco to see branch manager Carl Hudgens. . . . Warners hosted a trade screening of "The Great Race" at the Centre.

SAN ANTONIO

The American premiere of the Beatles' new movie, "Help!" will be held on Aug. 14 at the Texas here under the sponsorship of radio station KTSA. All tickets will be sold for $1. The Beatles are scheduled to visit Houston five days after the premiere of the film. This will be their only personal appearance in the state. . . . Michael Kaczmar, son of George A. Kaczmar, manager of the suburban Josephine, is recovering from an appendectomy operation performed at a local hospital. . . . The Airmen of Note, official U. S. Air Force dance band, appeared in several concerts and dances. Their appearance was sponsored by the Air Force Recruiting Service. The band portrayed the Glenn Miller orchestra in the movie, "The Glenn Miller Story." . . . Cynthia Hull, one of the featured actors in "High Yellow," which had its world premiere showing at the Texas, was a visitor on the opening day in the city. . . . A pre-release showing of Ricky Nelson's new romantic comedy with music, "Love and Kisses," opened at the North Star Cinema I and at four D-I's, the Alamo, Mission Twin, Towne Twin, and Lackland. The picture will not be released nationally until October. . . . "Cat Ballou" has been booked for a first run showing at the suburban Olmos, opening on Aug. 19. The first run showing of "The Art of Love" is now in its fourth week at the Olmos.

SERVISECTION

MOTION PICTURE
EXHIBITOR
The SHOWMEN'S TRADE REVIEW

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date, from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.

AUGUST 11, 1965
SECTION TWO
VOL. 74 NO. 3

FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy
CAR—Cartoon
COMP—Compilation
D—Drama
DOC—Documentary
MD—Melodrama
MU—Musical
W—Western
NOV—Novelty
TRAV—Travelogue

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinerama
CS—CinemaScope
DC—Deluxe Color
DS—Dyaliscope
EC—Eastman Color
MC—MetroColor
PC—Pathe Color
PV—Panavision
RE—Reissue
TC—Technicolor
TE—Technirama
TS—Techniscope
VV—VistaVision
C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and date of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

ALLIED ARTISTS DISTRIBUTED DURING THE PAST 12 MONTHS

6414 BLOOD ON THE ARROW—W-91m.—(DC)—Dale Robertson, Martha Hyer, Wendell Corey—5237 (12-16-64)—Old Fashioned fast moving western

FOOL KILLER, THE—D-98.—Anthony Perkins, Edward Albert, Salome Jens — 5277 (4-28-65) — Off-beat drama can use special attention—Landau

6501 MARA OF THE WILDERNESS—D-90m.—(C)—Adam West, Linda Saunders—5293 (6-23-65)—Outdoor adventure is okay family program entry

6410 MASTER SPY—D-71m.—Stephen Murray, June Thorburn5209 (9-2-64)—Fair programmer—English-made

6407 NAKED KISS, THE—D-92m.—Constance Towers, Anthony Eisley—5227 (11-4-64)—Fair Adult Programmer

6543 PAWNBROKER, THE—D-114m.—Rod Steiger, Geraldine Fitzgerald—5273 (4-14-65)—Shatteringly powerful drama heightened by superb acting—Landau

6405 SECRET DOOR, THE—MD-72m.—Robert Hutton, Sandra Dorne—5209 (9-2-64)—Spy yarn for program—English-made

6411 STATION SIX SAHARA—D-99m.—Carroll Baker, Peter Van Eyck—5197 (8-19-64)—Interesting drama—Filmed abroad

6509 TICKLE ME—MU-90m.—(PV; DC)—Elvis Presley, Jocelyn Lane—5293 (6-23-65)—Loads of songs and gals brighten Presley starrer

6542 UMBRELLAS OF CHERBOURG, THE—NOV.—90m.—(C)—Catherine Deneuvre—5243 (12-30-64)—Unusual treatment for ordinary love story—French-made; English titles—Landau

6506 YOUNG DILLINGER—MD-102m.—Nick Adams, Mary Ann Mobley—5277 (4-28-65)—Typical crime does not pay meller

COMING

ANKLES AWAY—Kenneth Moore
BIKINI PARADISE—(EC)—Janette Scott, Keiron Moore
BLOOD AND BLACK LACE—(TC)—Cameron Mitchell
CITY OF FEAR—Terry Moore
COUNTRY MUSIC CARAVAN—(EC;MTP70)—Ernest Tubbs
CURSE OF THE VOODOO—
ESCAPE BY NIGHT—Terence Longdon, Jennifer Jayne—English
FRANKENSTEIN MEETS THE SPACE MONSTERS—
FINGER ON THE TRIGGER—Rory Calhoun
GUNMEN OF THE RIO GRANDE—Guy Madison
GENTLE RAIN, THE—(C)—Christopher George
HOT SPY, COLD CORPSE—Kerwin Mathews
HUMAN DUPLICATORS—George Nader
LIFE IN DANGER, A—Darrin Nesbitt Julie Hopkins
MAGIC WEAVER, THE—(C)—Fairy Tale
MUTINY IN OUTER SPACE—William Leslie
OPERATION C.I.A.—Burt Reynolds
OSS 117—Irine Demich, Nadia Sanders
PIE IN THE SKY—Lee Grant, Richard Bray
RACING FEVER—(C)—Joe Morrison, Barbara Bigert
TAFFY AND THE JUNGLE HUNTER—(TC)—Jacques Bergerac, Manuel Padula
TENNESSEE JAMBOREE—(EC)—Jim Reeves, Ernest Tubbs

AMERICAN INTERNATIONAL DISTRIBUTED DURING THE PAST 12 MONTHS

6417 ATRAGON—MD-88m.—(Colorscope)—Japanese cast—5245 (1-20-65)—Good action import for program—Japanese-made

6503 BEACH BLANKET BINGO—CMU-98m.—(P.V.;PC))—Frankie Avalon, Annette Funicello, Deborah Walley—5285 (5-26-65)—Teeners will enjoy latest beach bash

6410 CONQUERED CITY—M-91m.—David Niven, Ben Gazzara, Lee Messeri—5257 (3-3-65)—Wartime meller has names to help—Filmed abroad

A13 DIARY OF A BACHELOR—NOV-88m.—William Traylor, Dana Crane—5217 (10-7-64)—Fair sexploitation entry

412 GODZILLA VS THE THING—FAN-90m.—(Colorscope; PC)—Japanese cast—5213 (9-23-64)—Japanese fairy tale of monsters aimed at juveniles—Japanese-made; dubbed in English

6506 GO GO MANIA—MU-70m.—(TS;TC)—The Beatles, The Animals, Hermans Hermits—5285 (5-26-65)—Musical strictly for teens—English made

6509 HOW TO STUFF A WILD BIKINI—CC-93m.—(PV; PC)—Annette Funicello, Dwayne Hickman, Brian Donlevy—5301 (7-21-65)—Another wild entry for younger set

403 LAST MAN ON EARTH, THE—MD-86m.—Vincent Price—5241 (12-30-64)—Fascinating horror entry—Italian-made

6501 LOST WORLD OF SINBAD, THE—MD-90m.—(C; Wide Screen)—Toshiro Mifune—5261 (3-17-65)—Fair import has potential—Japanese-made; dubbed in English

6411 OPERATION SNAFU—C-93m.—Alfred Lynch, Sean Connery, Ann Beach—5257 (3-3-65)—Cute British service comedy—English-made

416 PAJAMA PARTY—CMU—83m.—(PV; PC)—Tommy Kirk, Annette Funicello, Elsa Lanchester—5229 (11-18-64)—Good for teens and family crowd

6508 SKI PARTY—MUC-90m.—(PV; PC)—Frankie Avalon, Deborah Walley, Dwayne Hickman—5293 (6-23-65)—Another gem for teen-agers

6505 SWINGERS' PARADISE—C-83m.—(C)—Cliff Richard, Susan Hampshire—5305 (8-4-65)—Fair comedy for program—English-made

6416 TABOOS OF THE WORLD—DOC. 97m.—(C)—Narration by by Vincent Price—5273 (4-14-65)—Outstanding, at times shocking, novelty

407 TIME TRAVELERS, THE—SFD-82m.—(C)—Preston Foster Merry Anders—5225 (11-4-64)—Good science fiction entry

6419 TOMB OF LIGEIA—MD-81m.—(PC; PV)—Vincent Price Elizabeth Shepherd—5253 (2-17-65)—Good horror entry—English-made

404 UNEARTHLY STRANGER—MD-68m.—John Neville—5241 (12-30-64)—Original sci-fi entry is well done—English-made

408 VOYAGE TO THE END OF THE UNIVERSE—D-81m.—Dennis Stephans—5213 (9-23-64)—Science fiction programmer

6504 WAR-GODS OF THE DEEP—MD-85m.—(Colorscope)—Vincent Price, Tab Hunter, Susan Hart—5293 (6-23-65)—Good programmer

6502 WAR OF THE ZOMBIES, THE—MD-85m.—(C; S)—John Drew Barrymore, Susi Andersen—5281 (5-12-65)—Another Italian spectacle for the program—Italian-made; dubbed in English

. . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

A

Across The River		Misc
Adventures Of Scaramouche	A2	Emb
• Alfie		Par.
• After The Fox		UA
• Apache Uprising		Par.
Agent 8¾	A3	Cont.
• Agony And The Ecstasy, The ...	A2	Fox
• Alphabet Murders, The		MGM
Americanization of Emily, The	B	MGM
Amorous Adventure Of Moll Flanders	B	Par.
• And Now Miguel		U
And So To Bed		For.
Andy	A3	U
• Ankles Away		AA
• Apache Gold	A1	Col.

PLEASE NOTE . . .

This SERVISECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF

Apache Rifles	A1	Fox
Ape Woman, The	A3	Emb
• Arabesque		U
Arizona Raiders, The	A2	Col.
• Around the World Under the Sea		MGM
Art of Love	A2	U
Atragon	A1	A-I
Awful Dr. Orlof, The		For.

B

Baby, The Rain Must Fall	A2	Col.
Back Door To Hell	A2	Fox
Bambole	C	For.
Banana Peel	A3	For.
• Bang! You're Dead		AI
• Battle of the Bulge		WB
Battle of Illa Florita, The	A3	WB
Bay Of Angels	A3	For.
Beach Blanket Bingo	A2	AI
Behold A Pale Horse	A2	Col.
Bebo's Girl	A3	Cont.
• Bedford Incident, The		Col.
Before the Revolution		For.
• Big Hand for the Little Lady, A		WB
• Bikini Paradise		AA
• Billie		UA
• Billy The Kid Vs Dracula		EMB
Black Spurs	A2	Par.
Black Torment, The		For.
• Blindfold		U
• Blood And Black Lace	B	AA
Blood On The Arrow	A2	AA
• Boeing—Boeing		Par.
• Born Free		Col.
Bounty Killer, The		EMB
Boy Ten Feet Tall, A	A1	Par.
Brain, The		For.
Brainstorm	A3	WB
• Brigand of Kandahar, The		Col.
• Buddha	A3	Misc.
• Bullwhip Griffin		BV
• Bunny Lake Is Missing		Col.
Bus Riley's Back In Town	A3	U
Bus, The		Misc.

C

• Cabriola		Col.
Caddy, The	A1	Par.
Carry On Spying		For.
Casablan		For.
Casanova '70		Emb.
Castle Of Blood		Misc.
• Cast A Giant Shadow		UA
• Centurions, The		Col.
Cat Ballou	A2	Col.
• Chase, The		Col.
Cheyenne Autumn	A1	WB
• Chinese Adventures In China		UA
• Cincinnati Kid, The		MGM
Circle of Love	C	Cont.
• City In The Sea		AI
• City Of Fear		AA
Clarence The Cross-Eyed Lion	A1	MGM
Cleopatra	B	Fox
Code 7, Victim 5	A3	Col.
Collector, The	A4	Col.
• Congo Vivo		Col.
• Convict Stage	A2	Fox
Conquered City	A1	A-I
Contempt	C	Emb.
Cool World, The	A4	Misc.
• Country Music Caravan		AA
Crack In The World	A2	Par.
• Crack Of The Whip		WB
• Curse Of The Fly, The	A2	Fox
Curse of the Mummy's Tomb, The	A2	Col.
Curse of The Stone Hand		Misc.
• Curse of the Voodoo		AA

D

Dark Intruder	A2	U
• Darling		Emb.
Dear Bridget	A1	Fox
Dear Heart	A3	WB
• Devils of Darkness	B	Fox
Diary Of A Bachelor	B	AI
Diary of a Chambermaid, The	B	For.
Die, Die, My Darling	A3	Col.
• Die, Monster, Die		A-I
Dingaka	A3	Emb.
Disorderly Orderly, The	A1	Par.
• Do Not Disturb		Fox
• Dr. Goldfoot And The Bikini Machine		AIP
Dr. Terror's House Of Horrors	A2	Par.
• Doctor Zhivago		MGM
• Don't Worry, We'll Think Of A Title		UA

E

Earth Dies Screaming, The	A1	Fox
East Of Sudan	A1	Col.
Eleanor Roosevelt Story, The		Misc.
• El Greco		Fox
Emil And The Detectives	A1	BV
• Epitaph For A Spy		AI
• Escape By Night	A2	AA
Eva	C	For.
Eye Of The Needle, The		For.

F

Face of the Screaming Werewolf		Misc.
Fail Safe	A2	Col.

TO BE REVIEWED

BANG! YOU'RE DEAD—Brett Halsey, Pier Angeli, Dana Andrews
DIE, MONSTER, DIE—(C;S)—Boris Karloff
DR. GOLDFOOT AND THE BIKINI MACHINE—(PV; C)—Vincent Price, Frankie Avalon
EPITAPH FOR A SPY—Dana Andrews, Pier Angeli
FRANKENSTEIN MEETS THE GIANT DEVIL FISH—Nick Adams
NAVAJO RUN—Johnny Seven, Virginie Vincent
PLANET OF BLOOD, THE—(TC; S)—Barry Sullivan, Susan Hart
SERGEANT DEADHEAD—(PV; C)—Frankie Avalon, Eve Arden, Deborah Walley
UNDER AGE—Anne MacAdams, Roland Royter

BUENA VISTA DISTRIBUTED DURING THE PAST 12 MONTHS

160 **EMIL AND THE DETECTIVES**—C-99m.—(TC)—Walter Slezak, Bryan Russell—5221 (10-21-64)—Engaging Disney comedy for family and young viewers in particular—Filmed in Germany
157 **MARY POPPINS**—MUC-140m.—(TC)—Julie Andrews, Dick Van Dyke—5209 (9-2-64)—Colorful, pleasant entertainment from Disney
MONKEY'S UNCLE, THE—C-87m.—(TC)—Tommy Kirk, Annette, Leon Ames—5305 (8-4-65)—Fair Disney family-type comedy
158 **SO DEAR TO MY HEART**—CD-82m.—(TC)—Burl Ives, Luana Patton, Bobby Driscoll—5217 (10-7-64)—Reissue has world of selling opportunities—Reissue
TATTOOED POLICE HORSE, THE—D-48m.—(TC)—Sandy Sanders, Shirley Skiles—5225 (11-4-64)—Interesting featurette
THOSE CALLOWAYS—D—131m.—(TC)—Brian Keith, Vera Miles, Brandon de Wilde—5229 (11-18-64)—Interesting outdoor drama could use a bit of editing

TO BE REVIEWED

BULLWHIP GRIFFIN—(TC)—Suzanne Pleshette, Karl Malden, Roddy McDowall
FOLLOW ME, BOYS—(TC)—Fred MacMurray, Vera Miles, Charlie Ruggles
JUNGLE BOOK, THE—(TC)—Cartoon Feature
LT. ROBIN CRUSOE, U.S.N.—(TC)—Dick Van Dyke, Nancy Kwan
THAT DARN CAT—(TC)—Hayley Mills, Dean Jones
UGLY DACHSHUND, THE—(TC)—Dean Jones, Suzanne Pleshette

COLUMBIA DISTRIBUTED DURING THE PAST 12 MONTHS

ARIZONA RAIDERS—W-88m.—(TC; TS)—Audie Murphy, Gloria Talbott—5305 (8-4-65)—Good western entry with color added
65015 **BABY, THE RAIN MUST FALL**—D-100m.—Lee Remick, Steve McQueen—5245 (1-20-65)—Good drama suffers from some slow spots
65004 **BEHOLD A PALE HORSE**—D-118m.—Gregory Peck, Anthony Quinn—5197 (8-19-64)—Off-beat drama is well made—Filmed abroad
65026 **CAT BALLOU**—CW-96m.—(C)—Jane Fonda, Lee Marvin, Michael Callan—5281 (5-12-65)—Off-beat western is cute and comic
65011 **CODE 7, VICTIM 5**—MD—88m.—(TS; TC)—Lex Barker, Ann Smyrner—5229 (11-18-64)—Good program entry—Filmed in South Africa
COLLECTOR, THE—D-119m.—(C)—Terence Stamp, Samantha Eggar—5285 (5-26-65)—Intriguing, off-beat drama
65009 **CURSE OF THE MUMMY'S TOMB, THE**—MD-81m.—(TS; TC)—Terence Morgan—5249 (2-3-65)—Exploitable horror entry—English-made
65020 **DIE, DIE, MY DARLING**—MD-97m.—(EC)—Tallulah Bankhead, Stefanie Powers, Maurice Kaufman—5273 (4-14-65)—Good suspense shocker for horror fans—English-made
65013 **EAST OF SUNDAN**—MD-84m.—(TS; TC)—Anthony Quale, Sylvia Syns—5253 (2-17-65)—Well made escape yarn has Kipling flavor—English-made
65005 **FAIL SAFE**—D-111m.—Henry Fonda, Don O'Herlihy—5213 (9-23-64)—Shattering topical drama deserves widest audience
65008 **FINEST HOURS, THE**—DOC.-114m.—(C)—Narrated by Orson Welles—5217 (10-7-64)—Highly interesting documentary on Sir Winston Churchill ranks with best—English-made
65012 **FIRST MEN IN THE MOON**—MD-103m.—(PV; Lunacolor)—Edward Judd, Lionel Jeffries, Martha Hyer—5221 (10-21-64)—Good science fiction entry—Filmed in England
66002 **GENGHIS KHAN**—MD-124m.—(PV; C) Omar Sharif, Stephen Boyd, James Mason, Francoise Dorleac—5277 (4-28-65)—Impressive adventure entry—Filmed abroad
65010 **GORGON, THE**—MD-83m.—(EC)—Peter Cushing, Christopher Lee—5249 (2-3-65)—Okay horror entry—English-made
HARVEY MIDDLEMAN, FIREMAN—C-75m.—(C)—Gene Troobnick, Hermione Gingold—5301 (7-21-65)—Simple, amusing offering has satiric bite
714 **LAWRENCE OF ARABIA**—D-222m.—(PV; TC)—Peter O'Toole, Alec Guinness, Anthony Quinn—5005 (12-19-62)—Top ranking adventure epic is loaded with potential
65006 **LILITH**—D-114m.—Warren Beatty, Jean Seberg, Peter Fonda, Kim Hunter—5213 (9-23-64)—Sensuous, brooding drama of mental turmoil
66001 **LORD JIM**—D-154m.—(Super Panavision 70; (TC)—Peter O'Toole, James Mason, Curt Jurgens, Dallah Lavi—5257 (3-3-65)—Conrad novel makes for fascinating adventure—Filmed abroad
65017 **LOVE HAS MANY FACES**—D-105m.—(EC)—Lana Turner, Cliff Robertson, Hugh O'Brian—5253 (2-17-65)—Highly lavish tale for the ladies
65018 **MAJOR DUNDEE**—MD-124m.—(PV; EC)—Charlton Heston, Richard Harris, Senta Berger—5261 (3-17-65)—Entertaining, action-packed chase film
65016 **OUTLAWS IS COMING, THE**—C-89m.—Three Stooges, Nancy Kovack—5245 (1-20-65)—Okay entry for kiddie and family trade
THESE ARE THE DAMNED—D-77m.—(Hammerscope)—Macdonald Carey, Shirley Anne Field, Viveca Lindfors—5301 (7-21-65)—Adequate supporting fare—English-made
66004 **SHIP OF FOOLS**—D—150m.—Vivien Leigh, Simone Signoret, Jose Ferrer—5281 (5-12-65)—A shipload of strangers on a voyage provides interesting film fare .
65021 **SYNANON**—D-107m.—Edmond O'Brien, Chuck Connors, Stella Stevens, Alex Cord—5282 (5-12-65)—Gripping, well-made drama on effort to aid drug addicts
65014 **WORLD WITHOUT SUN**—DOC-93m.—(C)—Produced by Jacques-Yves Cousteau—5241 (12-30-64)—Fairly interesting under-sea documentary

COMING

APACHE GOLD—(CS; C)—Lex Barker
BUNNY LAKE IS MISSING—(PV)—Laurence Olivier Carol Linley—English-made
BEDFORD INCIDENT, THE—Richard Widmark, Sidney Poitier, James MacArthur
BORN FREE—(PV; C)—Bill Travers, Virginia McKenna
BRIGAND OF KANDAHAR, THE—(C)—Ronald Lewis, Yvonne Romain, Oliver Reed
CABRIOLA—(C)—Marisol, Angel Peralta—Spanish-made
CENTURIONS, THE—(PV; C)—Anthony Quinn, Claudia Cardinale
CHASE, THE—(PV; C)—Marlon Brando, Jane Fonda
CONGO VIVO—Jean Sebastian, Bachir Toure
FOG—(EC)—John Neville, Donald Houston—English-made
GREAT SIOUX MASSACRE, THE—Joseph Cotten
HEROES OF TELEMARK—(PV; C)—Kirk Douglas, Richard Harris
KING RAT—George Segal, Tom Courtenay, James Fox
LIFE AT THE TOP—Laurence Harvey, Jean Simmons—English-made
LITTLE PRINCE AND THE EIGHT-HEADED DRAGON, THE—(S; C)—Japanese-Made Feature Cartoon
MAGIC WORLD OF TOPO GIGIO, THE—(C)—The Italian Mouse
MICKEY ONE—Franchot Tone, Hurd Hatfield, Alexandra Stewart
NIGHT OF THE TIGER, THE—(C)—Chuck Connors
PLAYBOY—(C)—Tony Curtis
PLAY IT COOLER—Anthony Newly, Anne Aubrey
SENILITA—Anthony Franciosa, Claudia Cardinale
SILENCERS, THE—(PV; C)—Dean Martin, Stella Stevens
TREASURE OF SILVER LAKE—(CS; C)—Lex Barker
WATCH IT, SAILOR—Dennis Price Marjorie Rhodes
WINTER A-GO-GO—James Stacy, Jill Donohue
YOU MUST BE JOKING—Michael Callan, Terry-Thomas-English-made

CONTINENTAL (WALTER READE-STERLING, INC.)

AGENT 8¾—C-98m.—(C)—Dirk Bogarde, Sylva Koscina—5301 (7-21-65)—Amusing espionage entry—English-made
BEBO'S GIRL—D-94m.—Claudia Cardinale, George Chakiris—5237 (12-16-64)—Fair import—Italian-made; English titles
CIRCLE OF LOVE—D-105m.—(EC)—Jane Fonda, Maurice Ronet, Catherine Spaak—5269 (3-31-65)—Affairs of the bedroom best suited for adult art and exploitation spots—Filmed abroad; dubbed in English
LOVE GODDESSES, THE—COMP.-82m.—Stars of yesteryear—5258 (3-3-65)—Exploitable, moderately successful compilation of film clips
LUCK OF GINGER COFFEY, THE—D-100m.—Robert Shaw, Mary Ure—5217 (10-7-64)—Good entry for art and specialty spots—Filmed in Canada
MEDITERRANEAN HOLIDAY—TRAV-128m.—(CS; TC)—Narration by Burl Ives—5221 (10-21-64)—Excellent travelogue
RATTLE OF A SIMPLE MAN—CD-96m.—Harry H. Corbett, Diane Cilento—5237 (12-16-64)—Good entry for adult art house audiences—English-made
SLAVE TRADE IN THE WORLD TODAY—DOC.-86m.—(EC)—Produced by Meleno Malenotti—5233 (12-3-64)—Interesting documentary—Filmed abroad

COMING

OMICRON—Renato Salvatori
TIME OF INDIFFERENCE—Claudia Cardinale, Shelley Winters, Rod Steiger
WORLD'S GREATEST SWINDLES—International Cast

EMBASSY

ADVENTURES OF SCARAMOUCHE, THE—MD-98m.—(C)—Gerard Barray, Gianna Maria Canale—5233 (12-3-64)—Okay swashbuckler for the program—French-Italian made; dubbed in English
APE WOMAN, THE—CD-97m.—Ugo Tognazzi, Annie Girardot—5210 (9-2-64)—Okay art house fare—Italian-made; English titles
BOUNTY KILLER, THE—W-92m.—(TC; Techniscope)—Dan Duryea, Rod Cameron, Audrey Dalton—5294 (6-23-65)—Okay western program
CASANOVA '70—C-113m.—(C)—Marcello Mastroianni, Virna Lisi—5305 (8-4-65)—Fun and romance Italian style Italian-made; English titles.
CONTEMPT—D-99m.—(C-FS)—Brigitte Bardot, Jack Palance, Michel Piccoli—5218 (10-7-64)—Uneven effort has highbrow appeal. Bardot name—French-made
DINGAKA—MD-98m.—(C)—Stanley Baker, Juliet Prowse—5285 (5-26-65)—Off beat tale of African native's search for vengeance is okay programmer—Filmed abroad
FASCIST, THE—CD-102m.—Ugo Tognazzi, Georges Wilson—5297 (7-7-65)—Amusing tale of ironies of war—Italian-made; English titles
HOUSE IS NOT A HOME, A—MD-95m.—Shelley Winters, Robert Taylor, Cesar Romero—5197 (8-19-64)—Exploitable meller based on madam's memoirs
IL SUCCESSO—D-103m.—Vittorio Gassman, Anouk Aimee—5286 (5-26-65)—Interesting Import—Italian-made; English titles
KIMBERLEY JIM—D-82m.—(WS; C)—Jim Reeves, Madeleine Usher—5278 (4-28-65)—Pleasant programmer—Filmed abroad
LET'S TALK ABOUT WOMEN—CD-109m.—Vittorio Gassman—5218 (10-7-64)—Title reveals all and men should like what they see—Italian-made; English titles
MARRIAGE ITALIAN STYLE—D-102m.—(EC)—Sophia Loren, Marcello Mastroianni—5241 (12-30-64)—Interesting Import with potent names—Italian-made; English titles
ONLY ONE NEW YORK—DOC.-75m.—Narrated by Norman Rose—5218 (10-7-64)—Absorbing, well-made documentary
PASSIONATE THIEF, THE—C-100m.—Anna Magnani, Ben Gazzare, Toto—5210 (9-2-64)—Offbeat comic import is fun for art spots—Italian-made; dubbed in English
REQUIEM FOR A GUNFIGHTER—W-91m.—(TS; TC)—Rod Cameron, Stephen McNally—5297 (7-7-65)—Fair western
SANTA CLAUS CONQUERS THE MARTIANS—FAN—80m.—(EC)—Leonard Hicks, John Call—5230 (11-18-64)—Cute seasonal entry for the kiddies
SEASIDE SWINGERS—CMU-94m.—(CS; TC)—John Leyton, Mike Sarne, Freddie and the Dreamers—5289 (6-9-65)—Amusing programmer aimed at teens—English-made
SECRET OF MAGIC ISLAND, THE—NOV-63m.—(EC)—Narration by Philip Tonken—5278 (4-28-65)—Cute bit of fluff strictly for kiddies—French-made
THREE PENNY OPERA—MU-83m.—(EC)—Curt Jurgens, Hildegarde Neff, Sammy Davis Jr.—5237 (12-16-64)—Mediocre film of famous stage offering—German-made; dubbed in English

COMING

BILLY THE KID VS DRACULA—(C)—John Carradine, Chuck Courtney
DARLING—Dirk Bogarde, Julie Christie
GITI—(WS; TC)—Jack Chaplain, Heather North
ITALIANO BRAVA GENTE—Arthur Kennedy, Peter Falk
LITTLE NUNS, THE—Catherine Spaak—Italian-made
PARANOIA—Marcello Mastroianni, Catherine Speak
TENTH VICTIM, THE—Marcello Mastroianni, Ursula Andress, Elsa Martinelli
VILLAGE OF THE GIANTS—(EC)—Tommy Kirk, Charla Doherty

MGM DISTRIBUTED DURING THE PAST 12 MONTHS

508 **AMERICANIZATION OF EMILY, THE**—CD-115m.—James Garner, Julie Andrews, Melvyn Douglas—5225 (11-4-64)—Solid entertainment for adult audiences
6519 **CLARENCE, THE CROSS-EYED LION**—C-98m.—(MC)—Marshall Thompson, Betsy Drake—5254 (2-17-65)—Whimsical farce is fine family offering
512 **GET YOURSELF A COLLEGE GIRL**—CMU-86m.—(MC)—Mary Ann Mobley, Chad Everett Willard Waterman—5233 (12-3-64)—Watusi dance fling for teenagers
6518 **GIRL HAPPY**—CMU-96m.—(PV; MC)—Elvis Presley. Shelley Fabares—5246 (1-20-65)—Okay Presley entry
6522 **GUNFIGHTERS OF CASA GRANDE**—W-92m.—(CS;MC)—Alex Nicol, Diana Lorys—5274 (4-14-65) Big scale western lacking in names—Filmed abroad
6521 **HERCULES, SAMSON AND ULYSSES**—MD-85m.—(EC)—Kirk Morris, Richard Lloyd—5282 (5-12-65)—Italian-made spectacle with legendary heroes—Italian-made; dubbed in English
455 **HOW THE WEST WAS WON**—D-152m.—(CN; TC)—James Stewart, Debbie Reynolds, George Peppard. others—4997 (11-21-62)—The greatest western spectacle; tops them all
6523 **HYSTERIA**—MD-86m.—Robert Webber, Lelia Goldoni—5269 (3-31-65)—Muddled meller for program—English-made
6524 **JOY IN THE MORNING**—D-103m.—(MC)—Richard Chamberlain, Yvette Mimieux—5261 (3-17-65)—Romantic drama should have strong appeal for young adults
506 **JOY HOUSE**—MD-98m.—(Franscope)—Jane Fonda, Lola Albright, Alain Delon—5225 (11-4-64)—Okay adult programmer—Made in France
515 **LILI**—D-81m.—(TC)—Leslie Caron, Mel Ferrer, Jean Pierre Aumont—5226 (11-4-64)—Reissue of high rating romantic drama for class and art spots—Reissue
6501 **MGM'S BIG PARADE OF COMEDY**—COMP.—89m.—MGM starts—5210 (9-2-64)—Sell the names and nostalgia
6511 **MURDER AHOY**—CMD-93m.—Margaret Rutherford, Lionel Jeffries—5214 (9-23-64)—Agatha Christie and Margaret Rutherford 'ave a go at murder again—English-made
6601 **MURDER MOST FOUL**—90m.—(PV)—Margaret Rutherford, Ron Moody—5198 (8-19-64)—Margaret Rutherford and Agatha Christie ride again
355 **MUTINY ON THE BOUNTY**—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Tarita—4998 (11-21-62)—High rating adventure entry
6504 **OF HUMAN BONDAGE**—D-98m.—Kim Novak, Laurence Harvey—5214 (9-23-64)—Remake of Maugham classic aided by names—Made In England
6529 **OPERATION CROSSBOW**—D-116m.—(PV; MC)—Sophia Loren, George Peppared, Trevor Howard—5274 (4-14-65)—Well-made, exciting tale of espionage in war
6507 **OUTRAGE, THE**—97m.—(PV)—Paul Newman, Claire Bloom, Laurence Harvey—5219—(10-7-64)—Top cast adds interest to "search for truth" drama
6502 **QUO VADIS**—HISD-168m.—(TC)—Robert Taylor, Deborah Kerr—5214 (9-23-64)—Topnotch epic reissue—Filmed In Italy
6514 **QUICK BEFORE IT MELTS**—C-98m.—(PV; MC)—George Maharis, Anjanette Comer, Robert Morse—5238 (12-16-64)—Amusing comedy
6516 **ROUNDERS, THE**—C-85m.—(PV; MC)—Glenn Ford, Henry Fonda—5246 (1-20-65)—Adult western horse story
6520 **SANDOKAN THE GREAT**—MD-110m.—(TS; TC)—Steve Reeves—5274 (4-14-65)—Action packed jungle adventure—Italian-made; dubbed in English
SANDPIPER, THE—D-116m.—(PV; MC)—Elizabeth Taylor, Richard Burton—5297 (7-7-65)—Lush Taylor-Burton love story is boxoffice natural
6526 **SHE**—MD-106m.—(CS; TC)—Ursula Andress, John Richardson—5274 (4-14-65)—Large scale film version of famous novel is exploitable—English-made
6515 **SIGNPOST TO MURDER**—D-79m.—(PV)—Stuart Whitman, Joanne Woodward—5238 (12-16-64)—Bizarre whodunit for program—English-made
513 **36 HOURS**—D-115m.—(PV)—James Garner, Rod Taylor, Eva Marie Saint—5233 (12-3-64)—Interesting drama
VICE AND VIRTUE—MD—103m.—Annie Girardot, Catherine Deneuve, Robert Hossein—5262 (3-17-65)—Nazis In occupied France subject of strong Roger Vadim film—French-made; dubbed in English
YELLOW ROLLS-ROYCE, THE—122m.—(MC; PV)—Rex Harrison Shirley MacLaine, Ingrid Bergman, Omar Shariff—5246 (1-20-65)—Names should make this episodic offering a boxoffice natural—English-made
6517 **YOUNG CASSIDY**—D-110m.—(TC)—Rod Taylor, Flora Robson—5258 (3-3-65)—Fine drama for discriminating audiences—Made in England
505 **YOUNG LOVERS, THE**—D-108m.—Peter Fonda, Sharon Hugueny, Nick Adams—5222 (10-21-64)—Adult drama of college love should attract.
509 **YOUR CHEATIN' HEART**—MUd-99m.—(PV)—George Hamilton, Susan Oliver, Red Buttons—5222 (10-21-64)—Country music entry Is fair programmer
6525 **ZEBRA IN THE KITCHEN**—CD-93m.—(MC)—Jay North, Martin Milner, Joyce Meadows—5262 (3-17-65)—Okay family picture especially for kid matinees

COMING

ALPHABET MURDERS, THE—Tony Randall, Anita Ekberg—English-made
AROUND THE WORLD UNDER THE SEA—(Panavision 65. MC)—Lloyd Bridges, Brian Kelly, Shirley Eaton
CINCINNATI KID, THE—(MC)—Steve McQueen, Tuesday Weld, Ann-Margret
DOCTOR ZHIVAGO—(PV; MC)—Omar Sharif, Rita Tushingham, Tom Courtenay, Alec Guinness
HARUM SCARUM—(PV; MC)—Elvis Presley, Mary Ann Mobley
HILL, THE—Sean Connery, Michael Redgrave
HOTEL PARADISO—(PV; C)—Alec Guinness, Gina Lollobrigida
LAUREL AND HARDY'S LAUGHING 20's—Compilation
LIQUIDATOR, THE—(PV; MC)—Rod Taylor, Trevor Howard, Jill St. John—English-made
LADY L—(PV)—Sophia Loren, Paul Newman, David Niven
LOVED ONE, THE—(PV)—Robert Morse, Jonathan Winters, Anjanette Comer

Family Jewels, The	A1	Par.
Fanny Hill		For.
›Fantastic Voyage		Fox
Fascist, The		EMB.
Fate Is The Hunter	A1	Fox
Father Goose	A1	U
Ferry Cross The Mercey	A1	UA
• Finger On The Trigger		AA
• Fine Madness, A		WB
Finest Hours, The	A1	Col.
First Men In The Moon	A1	Col.
Flesh Eaters, The		Misc.
• Flight Of The Phoenix, The		Fox
Flower Drum Song-Re	A2	U
Fluffy	A1	U
›Fog		Col.
›Follow Me, Boys		BV
Fool Killer, The	A2	AA-Landau
Fort Courageous	B	Fox
Four Days In November	A1	UA
• Frankenstein Meets The Giant Devil Fish		A-I
• Frankenstein Meets the Space Monsters		AA
• Frankie and Johnny		UA

G

Genghis Khan	A3	Col.
• Gentle Rain, The		AA
Get Yourself A College Girl	B	MGM
• Ghost And Mr. Chicken, The		U
Girl Happy	B	MGM
Girl With Green Eyes	A4	For
Girls On The Beach	B	Par.
• Giti	A1	EMB
Glory Guys, The	A2	UA
Go-Go Big Beat		For.
Go Go Mania	A1	A-I
Godzilla Vs The Thing	A1	AI
Goldfinger	A3	UA
Goodbye Charlie	A3	Fox
Gorgon, The	A2	Col.
Great Race, The	A1	WB
• Great Sioux Massacre, The	A2	Col.
Greatest Story Ever Told, The	A1	UA
Group The		UA
Guide, The	A3	For.
Gunfighters, At Casa Grande	A2	MGM
• Gunmen Of The Rio Grande		AA
• Gunpoint		U
Guns At Batasi	A3	Fox
Guns Of August	A1	U

H

Hallelujah Trail, The	A1	UA
Hamlet	A1	W
• Harum Scarum		MGM
Harlow	B	Mis
Harlow	A3	Par.
Harvey Middleman, Fireman	A2	Col.
Having A Wild Weekend	A3	WB
• Hawaiian Paradise		Par.
• Hawaii		UA
• Help!		UA
Hercules, Samson And Ulysses	A1	MGM
Hercules vs The Giant Warriors		For.
• Heroes Of Telemark		Col
High Infidelity	C	For.
High Wind In Jamaica, A	A2	Fox
• Hill The		MGM.
Horrible Dr. Hichcock, The		For.
Horror Of It All, The	A2	Fox
• Hot Spy, Cold Corpse		AA
• Hotel Paradiso		MGM
House Is Not A Home, A	B	Emb
How To Murder Your Wife	A3	UA
How To Stuff A Wild Bikini	B	A-I
How The West Was Won	A1	MGM
• Human Duplicators		AA
Hush, Hush, Sweet Charlotte	A3	Fox
Hysteria	A3	MGM

I

I Saw What You Did	A3	U
I'll Take Sweden	B	UA
Il Successo	A3	EMB
Image Of Love	C	Misc.
Imitation Of Life-Re	A3	U
• Incident At Phantom Hill, The	A1	U
In Harm's Way	B	Par.
Inheritance, The		Misc.
• Inside Daisy Clover		WB
• Italiano Brava Gente		EMB
Invitation To a Gunfighter	A3	UA
Ipcress File, The	A2	U
• Is Paris Burning?		Par.

J

John Goldfarb, Please Come Home	B	Fox
Joy House	B	MGM
Joy In The Morning	A3	MGM
• Judith		Par.
• Jungle Book, The		BV

K

●Kid Rodelo		Par.
Kimberley Jim	A2	Emb.
●King Rat		Col.
Kiss Me, Stupid	C	Misc.
Kisses For My President	A3	WB
Kitten With A Whip	B	U
Knack, The	A4	UA

L

●Lady L		MGM
Last Man On Earth, The	A2	AI
Last Woman of Shang, The		For.
●Laurel and Hardy's Laughing 20's		MGM
Lawrence Of Arabia	A2	Col.
Let's Talk About Women	C	Emb.
●Lt. Robin Crusoe, U.S.N.		BV
●Life At The Top		Col.
●Life In Danger, A	A2	AA
Lili-RE	A2	MGM
Lilith	A4	Col.
●Liquidator, The		MGM
●Little Nuns, The		Emb.
●Little Prince And The Eight-Headed Dragon, The		Col.
Lively Set, The	A1	U
Living Between Two Worlds		Misc.
Longest Day, The	A1	Fox
Lord Jim	A2	Col.
Lost World Of Sinbad	B	A-I
●Love And Kisses	A2	U
Love A La Carte	A4	For.
Love Goddesses	C	Cont.
Love Has Many Faces	B	Col.
●Loved One, The		MGM
Luck Of Ginger Coffey, The	A3	Cont.

M

Mme Olga's Massage Parlor		Misc.
●Madame X		U
●Made In Paris		MGM
Maedchen in Uniform		For.
●Magic Weaver, The		AA
●Magic World of Topo Gigio, The	A1	Col.
Major Dundee	A2	Col.
Male Hunt	B	For.
●Man Could Get Killed, A		U
Man From Button Willow, The	A1	Misc.
Man In The Dark	A3	U
Man Who Couldn't Walk, The		For.
Mara Of The Wilderness	A1	AA
Marriage-Italian Style	A4	Emb.
●Marriage On The Rocks		WB
Mary Poppins	A1	BV
Masquerade	A2	UA
Master Spy	A1	AA
●Maya		MGM
McHale's Navy Joins the Air Force	A1	U
Mediterranean Holiday	A1	-Cont.
MGM's Big Parade Of Comedy	A1	MGM
●Mickey One		Col.
Mirage	A2	U
●Mister Buddwing		MGM
Mister Moses	A2	UA
Model Murder Case, The		For.
●Modesty Blaise		Fox
●Moment To Moment		U
Mondo Pazzo	C	For.
●Monkey's Uncle, The	A1	BV
●Money Trap, The	B	MGM
Moro Witch Doctor	A2	Fox
Morituri	A3	Fox
●Moving Target, The		WB
Murder Ahoy	A1	MGM
Murder Most Foul	A1	MGM
●Murieta		WB
●Mutiny In Outer Space		AA
Mutiny On The Bounty	A2	MGM
My Baby Is Black		For.
My Blood Runs Cold	A2	WB
My Fair Lady	A1	WB
My Wife's Husband	A3	For.

N

Naked Brigade, The	A2	U
Naked Kiss, The	A3	AA
●Naked Prey, The	B	Par.
●Nanny, The		Fox
Nasty Rabbit, The		Misc.
●Navajo Run		AI
●Nevada Smith		Par.
●Never Too Late		WB
New Angels, The	C	For.
●New World, A		UA
●Night Of The Tiger, The		Col.
Night Train To Paris	A2	Fox
Night Walker, The	A2	U
Nightmare In The Sun	A3	Misc.
None But The Brave	A2	WB
Not on Your Life		For
Nothing But A Man	A3	Misc.

O

Of Human Bondage	B	MGM
●Oh Dad, Poor Dad, Mama's Hung You In the Closet and I'm Feeling So Sad		Par.
●Omicron		Cont
●Once A Thief	A3	MGM
One Way Pendulum	A2	For.
Onibaba		For.
Only One New York	A1	Emb.
●Operation C.I.A.		AA
Operation SNAFU	A3	AI

MADE IN PARIS—(PV; MC)—Ann-Margaret, Louis Jourdan
MAYA—(PV; MC)—Clint Walker, Jay North
MISTER BUDDWING—(PV)—James Garner, Jean Simmons, Suzanne Pleshette
MONEY TRAP, THE—(PV)—Glenn Ford, Elke Sommer
ONCE A THIEF—(PV)—Alain Delon, Ann-Margret, Van Heflin, Jack Palance
PASSPORT TO OBLIVION—(PV)—David Niven, Francoise Dorlec
PATCH OF BLUE, A—(PV)—Sidney Poitier, Shelley Winters
SECRET OF MY SUCCESS, THE—(PV; C)—Shirley Jones, James Booth
SEVEN WOMEN—(PV; MC)—Anne Bancroft, Sue Lyon, Margaret Leighton
SON OF A GUNFIGHTER—(CS; C)—Russ Tamblyn, Kieron Moore
TIKO AND THE SHARK—(WS; C)—Tahitian Cast
WHEN THE BOYS MEET THE GIRLS—Connie Francis, Harve Presnell, Joby Baker

---

PARAMOUNT DISTRIBUTED DURING THE PAST 12 MONTHS

6420 AMOROUS ADVENTURES OF MOLL FLANDERS, THE—C-126m.—(PV;TC)—Kim Novak, Richard Johnson, Angela Lansbury—5286 (5-26-65)—Naughty but nice funfest for adults—Made in England
6414 BLACK SPURS—W-81m.—(TC)—Rory Calhoun, Terry Moore, Linda Darnell, Scott Brady—5282 (5-12-65)—Satisfactory action for western fans with names to help
6407 BOY TEN FEET TALL, A—D-88m.—(CS; TC)—Edward G. Robinson, Constance Cummings, Fergus McClelland—5246 (1-20-65)—Interesting entry for young and old alike—Filmed abroad
R6402 CADDY, THE—C-95m.—Dean Martin, Jerry Lewis—5222 (10-21-64)—Reissue should have Martin-Lewis appeal—Reissue
6410 CRACK IN THE WORLD—MD-96m.—(TC)—Dana Andrews, Janette Scott—5254 (2-17-65)—Good science fiction entry
6406 DISORDERLY ORDERLY, THE—C-90m.—(TC)—Jerry Lewis, Susan Oliver—5238 (12-16-64)—Typical Jerry Lewis farce primarly for kids
6415 DR. TERROR'S HOUSE OF HORRORS—D-98m.—(TC)—Peter Cushing, Christopher Lee—5275 (4-14-65)—Off-beat horror entry has interest—English-made.
6422 FAMILY JEWELS, THE—C-100m.—(TC)—Jerry Lewis, Donna Butterworth—5294 (6-23-65)—Typical Lewis zaniness strictly for his fans
6419 GIRLS ON THE BEACH, THE—MU-80m.—(TC)—Martin West, Noreen Corcorah, The Crickets, The Beach Boys, Lesley Gore—5282 (5-12-65)—Bikinis plus rock 'n' roll add up to teen fun
6423 HARLOW—D-125m.—(PV; TC)—Carroll Baker, Martin Belsam, Red Buttons—5297 (7-7-65)—Well-made, interesting biofilm about yesterday's love goddess
6418 IN HARM'S WAY—D-165m.—(PV)—John Wayne, Kirk Douglas, Patricia Neal—5269 (3-31-65)—Impressive entertainment should register well with general audiences
R6408 PSYCHO—MD-109m.—Anthony Perkins, Vera Miles, John Gavin, Janet Leigh—5247 (1-20-65)—Reissue is rare experience in horror—(Reissue)
6405 ROUSTABOUT—CMU—101m.—(TS; TC)—Elvis Presley, Barbara Stanwyck, Joan Freeman—5230 (11-18-64)—Okay Presley musical for his fans
6421 SONS OF KATIE ELDER, THE—W-122m.—(PV; TC)—John Wayne, Dean Martin, Martha Hyer—5298 (7-7-65)—Very good big scale western
6325 SYLVIA—D-115m.—Carroll Baker, George Maharis, Edmond O'Brien—5249 (2-3-65)—Interesting drama for adults
TOWN TAMER—W-89m.—(TC; TS)—Dana Andrews, Terry Moore, Pat O'Brien—5302 (7-21-65)—Okay western
6404 WHERE LOVE HAS GONE—D-114m.—(TS; TC)—Susan Hayward, Bette Davis, Michael Connors, Joey Heatherton—5222 (10-21-64)—Adult drama with particular appeal for women has big boxoffice potential
R6413 WORLD OF SUZIE WONG, THE—D-129m.—(TC)—William Holden, Nancy Kwan—5262 (3-17-65) High rating, colorful screen version of hit book and play—Reissue
6411 YOUNG FURY—W-80m.—(TS; TC)—Rory Calhoun, Virginia Mayo, John Agar—5249 (2-3-65)—Okay western for program
R6403 YOU'RE NEVER TOO YOUNG—C-102m.—(TC)—Dean Martin, Jerry Lewis—5222 (10-21-64)—Reissue is better Martin and Lewis comedy—Reissue

COMING

ALFIE—(TS; TC)—Michael Caine, Shelly Winters—English-made
APACHE UPRISING—(TS; TC)—Rory Calhoun, Corinne Calvert, Lon Chaney
BOEING—BOEING—(TC)—Jerry Lewis, Tony Curtis
HAWAIIAN PARADISE—(TC)—Elvis Presley
IS PARIS BURNING?—(PV)—Gert Frobe, Kevin McCarthy
JUDITH—(PV; TC)—Sophia Loren, Peter Finch, Jack Hawkins
KID RODELO—Don Murray, Janet Leigh, Broderick Crawford
NEVADA SMITH—(PV; EC)—Steve McQueen, Karl Malden
PROMISE HER ANYTHING—(TC)—Warren Beatty, Leslie Caron—English-made
OH DAD, POOR DAD, MAMA'S HUNG YOU IN THE CLOSET AND I'M FEELING SO SAD—(TC)—Rosalind Russell, Robert Robert Morse, Jonathan Winters.
NAKED PREY, THE—(PV; TC)—Cornel Wilde
OSCAR, THE—(WS; EC)—Stephen Boyd, Elke Sommer, Milton Berle
RED LINE 7000—(TC)—Gail Hire, James 'Skip' Ward, Laura Devon
REVENGE OF THE GLADIATORS, THE—(TS; TC)—Roger Browne
SANDS OF THE KALAHARI—(PV; EC)—Stuart Whitman, Stanley Baker, Susannah York
SECONDS—Rock Hudson, Salome Jens
SEVEN SLAVES AGAINST THE WORLD—(TS; TC)—Roger Browne
SITUATION HOPELESS BUT NOT SERIOUS—Alec Guinness, Michael Connors
SKULL, THE—(TS; TC)—Peter Cushing, Christopher Lee
SLENDER THREAD, THE—Sidney Poitier, Anne Bancroft
SPY WHO CAME IN FROM THE COLD, THE—Richard Burton, Claire Bloom

20TH CENTURY-FOX DISTRIBUTED DURING THE PAST 12 MONTHS

425 APACHE RIFLES—MD—92m.—(DC)—Audie Murphy, Linda Lawson—5230 (11-18-64)—Okay program entry
430 BACK DOOR TO HELL—MD-68m.—Jimmie Rodgers, Jack Nicholson—5234 (12-3-64)—Okay programmer
444 CLEOPATRA—D-192m.—(Todd-AO; DC)—Elizabeth Taylor, Richard Burton, Rex Harrison—5062 (6-26-63)—Superior entertainment
503 DEAR BRIGITTE—C-100m.—(CS; DC)—James Stewart, Billy Mumy, Brigitte Bardot—5250 (2-3-65)—Amusing comedy
424 EARTH DIES SCREAMING, THE—MD-62m.—Willard Parker, Virginia Field—5226 (11-4-64)—Okay science fiction meller for dualiers—English-made
423 FATE IS THE HUNTER—D-106m.—(CS)—Glenn Ford, Suzanne Pleshette, Rod Taylor—5214 (9-23-64)—Interesting drama about planes and people
516 FORT COURAGEOUS—W—72M—Fred Bier, Donald Barry, Hanna Lanoy—5278 (4-28-65)—Okay Programmer
428 GOODBYE CHARLIE—C-117m.—(CS; DC)—Tony Curtis, Debbie Reynolds, Pat Boone—5226 (11-4-64)—Cute comedy with potent cast
417 GUNS AT BATASI—D-103m.—CS—Richard Attenborough, Jack Hawkins, Flora Robson—5210 (9-2-64)—Good adventure drama
513 HIGH WIND IN JAMAICA, A—D-104m.—(CS;DC)—Anthony Quinn, Lila Kedrova, James Coburn—5286 (5-26-65)—Off-beat drama can go art or regular
422 HORROR OF IT ALL, THE—CMD-76m.—Pat Boone, Erica Rogers—5222 (10-21-64)—Good comedy thriller for dualiers—English-made
504 HUSH, HUSH, SWEET CHARLOTTE—D-133m.—Bette Davis, Olivia de Havilland, Joseph Cotten, Agnes Moorehead—5247 (1-20-65)—Highly effective horror entry
507 JOHN GOLDFARB, PLEASE COME HOME—C-96m.—(CS; DC)—Shirley MacLaine, Peter Ustinov, Richard Crenna—5230 (11-18-64)—Wacky comedy should prove effective crowd pleaser
414 LONGEST DAY, THE—D-180m.—(CS)—All-star cast—4986 (10-10-62)—High rating war entry—Filmed abroad
431 MORO WITCH DOCTOR—MD—61m.—Jock Mahoney, Margia Dean—5230 (11-18-64)—Fair programmer—Filmed in the Philippines
MORITURI—D-123m.—Marlon Brando, Yul Brynner, Janet Margolin—5302 (7-21-65)—Tense drama of adventure and intrigue on a doomed ship
420 NIGHT TRAIN TO PARIS—MD-65m.—Leslie Nielsen, Alizia Gur—5219 (10-7-64)—Good action entry for program—English-made
502 PLEASURE SEEKERS, THE—CD-107m.—(CS; DC)—Ann-Margret, Tony Francisca, Carol Lynley—5242 (12-30-64)—Entertaining entry
427 RAIDERS FROM BENEATH THE SEA—MD-73m.—Ken Scott, Merry Anders—5247 (1-20-65)—Fair programmer
426 RIO CONCHOS—W-107m.—(CS; DC)—Richard Boone, Stuart Whitman, Wende Wagner—5219 (10-7-64)—Big scale western has fine cast, fast action
555 SOUND OF MUSIC, THE—MU-174m.—(Todd-AO; DC)—Julie Andrews, Christopher Plummer, Eleanor Parker—5258 (3-3-65)—Highly entertaining and charming film version of stage musical—Filmed abroad
560 THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES—C-133m.—(Todd-AO-DC)—Stuart Whitman, Sarah Miles, Robert Morley—5289 (6-9-65)—Funny, colorful spectacle looks like solid popular entertainment.
514 UP FROM THE BEACH—D-99m.—(CS)—Cliff Robertson, Irina Demick, Marius Goring, Red Buttons—5289 (6-9-65)—Fairly interesting tale of people in war
416 VISIT, THE—D-100m.—(CS)—Ingrid Bergman, Anthony Quinn—5214 (9-23-64)—Absorbing drama of human greed and vengeance—Filmed in Italy
515 VON RYAN'S EXPRESS—MD-117m.—(DC)—Frank Sinatra Trevor Howard—5286 (5-26-65)—Good action and suspense entry
508 WAR PARTY—W-72m.—Michael T. Mikler, Davey Davison, Donald Barry—5262 (3-17-65)—Okay Programmer
421 WITCHCRAFT—MD-79m.—Lon Chaney, Diana Clare, David Weston—5222 (10-21-64)—Good horror meller dualler—English made
ZORBA, THE GREEK—D-142m.—Anthony Quinn, Alan Bates, Irene Papas—5238 (12-16-64)—Fine drama—Filmed in Greece—International Classics

COMING

AGONY AND THE ECSTASY, THE—(TODD-AO; DC)—Charlton Heston, Rex Harrison

CURSE OF THE FLY, THE—(CS)—Brian Donlevy—English-made
CONVICT STAGE—Harry Lautor, Donald Barry
DEVILS OF DARKNESS—William Sylvester, Carole Gray
DO NOT DISTURB—(CS; DC)—Doris Day, Rod Taylor
EL GRECO—Mel Ferrer, Rosanna Schiaffino
FANTASTIC VOYAGE—(CS; DC)—Stephen Boyd, Edmond O'Brien
FLIGHT OF THE PHOENIX, THE—James Stewart, Peter Finch, Ernest Borgnine
MODESTY BLAISE—Dirk Bogarde, Terence Stamp
NANNY, THE—Bette Davis, Wendy Craig—English-made
OUR MAN FLINT—(CS; DC)—James Coburn, Gila Gulan, Lee J. Cobb
OUTLAWS OF RED RIVER, THE—George Montgomery
RAPTURE—(CS)—Patricia Gozzi; Melvyn Douglas
REWARD, THE—(CS; DC)—Max Von Sydow, Efrem Zimbalist, Jr., Yvette Mimieux
SPACE FLIGHT IC-1—Bill Williams—English-made
STAGECOACH—(CS; DC)—Ann-Margret, Michael Connors, Red Buttons
WEEKEND AT DUNKIRK—(DC)—Jean-Paul Belmondo, Catherine Spaak
WILD ON THE BEACH—Frankie Randall, The Astronauts

UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

6502 **FERRY CROSS THE MERSEY**—MU-86m.—Gerry and The Pacemakers—5250 (2-3-65)—Rock 'n' roll for teen-agers—English-made—(Brian Epstein)
6422 **FOUR DAYS IN NOVEMBER**—DOC-120m.—Narrated by Richard Basehart—5223 (10-21-64)—Well-made, thrilling documentary on President Kennedy assassination—Wolper
6511 **GLORY GUYS, THE**—CD-112m.—(PV; DC)—Tom Tryon, Harve Presnell, Senta Berger—5302 (7-21-65)—Lively outdoor yarn about Indian fighters—Levy-Gardner-Laven
6420 **GOLDFINGER**—MD—108m.—(TC)—Sean Connery, Gert Frobe, Honor Blackman—5231 (11-18-64)—Another boxoffice bonanza with Agent 007—English-made; Saltzman-Broccoli
6501 **GREATEST STORY EVER TOLD, THE**—D-194m.—(CN; TC)—Max Von Sydow, Dorothy McGuire, Charlton Heston—5254 (2-17-65)—A production of note—Stevens
6512 **HALLELUJAH TRAIL, THE**—C-167m.—(Cinerama; TC—Burt Lancaster, Lee Remick—5294 (6-23-65)—The west at its wildest makes for an unusual comic entry—Mirisch
6503 **HOW TO MURDER YOUR WIFE**—C-118m.—(TC)—Jack Lemmon, Vira Lisi, Terry-Thomas—5247 (1-20-65)—Fun entry is good for many laughs but could use trimming—Axelrod
6509 **I'LL TAKE SWEDEN**—C-96m.—(TC)—Bob Hope, Tuesday Weld, Frankie Avalon—5290—(6-9-65)—Hope, bikinis, and rock 'n' roll provide summer-weight fun—Small
6418 **INVITATION TO A GUNFIGHTER**—D-92m.—(DC)—Yul Brynner, Brad Dexter, Janice Rule—5223 (10-21-64)—Top performances assist moody western—Kramer
790 **KNACK, THE—AND HOW TO GET IT**—C-84m.—Rita Tushingham, Ray Brooks, Michael Crawford—5299 (7-7-65)—Wacky Comedy seems good bet for art and specialty spots—English-made—Lopert
6508 **MASQUERADE**—CAD-101m.—(EC)—Cliff Robertson, Jack Hawkins—5278 (4-28-65—Entertaining comedy adventure — Filmed abroad—Novus
6506 **MR. MOSES**—CD-113m.—(PV; TC)—Robert Mitchum, Carroll Baker—5275 (4-14-65)—Off-beat African adventure comedy is thoroughly entertaining—Ross-Talbot
6505 **SATAN BUG, THE**—MD-114m.—(PV; DC)—George Maharis, Richard Basehart, Anne Francis—5262 (3-17-65)—Suspenseful yarn loaded with action and thrills—Mirisch-Kappa
6417 **SECRET INVASION, THE**—MD-95m.—(PV; DC)—Stewart Granger, Raf Vallone, Mickey Rooney—5215 (9-23-64)—Action packed war meller—Made in Yugoslavia—Corman
6419 **TOPKAPI**—CD-120m.—(C)—Melina Mercouri, Maximilian Schell, Peter Ustinow—5215 (9-23-64)—Fine fun film should zoom—Filmed abroad—Filmways
6507 **TRAIN, THE**—D-133m.—Burt Lancaster, Paul Scofield, Jeanne Moreau—5259 (3-3-65)—High rating war-time adventure entry—Filmed in France
6510 **WHAT'S NEW PUSSYCAT?**—C-108m.—(DC)—Peter Sellers, Peter O'Toole, Romy Schneider—5294 (6-23-65)—Wacky comedy has angles to sell—Filmed abroad—Feldman
6416 **WOMAN OF STRAW**—D-117m.—(EC)—Gina Lollobrigida, Sean Connery, Ralph Richardson—5215 (9-23-64) First rate mystery—English-made

COMING

AFTER THE FOX—(C)—Peter Sellers, Victor Mature—Montoro
BILLIE—(C)—Patty Duke, Warren Berlinger, Jim Backus—Chrislaw
CAST A GIANT SHADOW—(PV; C)—Kirk Douglas, Santa Berger, Frank Sinatra—Mirisch
DON'T WORRY, WE'LL THINK OF A TITLE—Morey Amsterdam, Rose Marie—Schenck
FRANKIE AND JOHNNY—(TC)—Elvis Presley—Admiral
CHINESE ADVENTURES IN CHINA—(C)—Jean Paul Belmondo-Ursula Andress
GROUP, THE—(WS; C)—Candice Bergen, James Broderick—Feldman
HAWAII—(PV; C)—Julie Andrews, Max Von Sydon—Mirisch
HELP!—(EC)—The Beatles
NEW WORLD, A—Nino Casteinova, Christine De La Roche-Saltzman
RAGE TO LIVE, A—Suzanne Pleshette, Ben Gazzara, Bradford Dillman—Mirisch
RETURN FROM THE ASHES—Maximilian Schell, Samantha Eggar—Mirisch
SUMMER FIRES—Jeanne Moreau, Ettore Manni—Woodfall
THUNDERBALL—(PV, TC)—Sean Connery—Bernard Lee, Lois Maxwell
THOUSAND CLOWNS, A—Jason Robards, Jr., Barbara Harris
VIVA MARIA—(C)—Brigette Bardot, George Hamilton—Dancigers-Malle

UNIVERSAL

DISTRIBUTED DURING THE PAST 12 MONTHS

ANDY—D-86m.—Norman Alden—5250 (2-3-65)—Off-beat character study for art and specialty houses
6517 **ART OF LOVE, THE**—C-99m.—(TC)—James Garner, Elke Sommer, Dick Van Dyke—5283 (5-12-65)—Amusing comedy has names to help
6507 **BUS RILEY'S BACK IN TOWN**—D—93m.—(EC)—Ann-Margaret, Michael Parks—5263 (3-17-65)—Portrayal of boy maturing in fast company has James Dean touch
6525 **DARK INTRUDER**—MD-59m.—Leslie Nielsen, Gilbert Green, Judi Meredith—5306 (8-4-65)—Okay program filler
6501 **FATHER GOOSE**—C-117m.—(TC)—Cary Grant, Leslie Caron, Trevor Howard—5231 (11-18-64)—Top names bolster mild comedy
6512 **FLOWER DRUM SONG**—MU-131m.—(C; PV)—Nancy Kwan, James Shigota—5287 (5-26-65)—Reissue, is highly entertaining, pleasure-packed musical—Reissue
6513 **FLUFFY**—C-92m.—(C)—Tony Randall, Shirley Jones—5275 (4-14-65)—Cute comedy for youngsters and family audiences
6502 **GUNS OF AUGUST, THE**—DOC-99m.—Created and produced by Nathan Kroll—5239 (12-16-64)—Interesting documentary on World War I
6524 **IPCRESS FILE, THE**—MD-108m.—(TS; TC)—Michael Caine, Nigel Green—5298 (7-7-65)—Good espionage entry—English-made
6511 **IMITATION OF LIFE**—D—124m.—(EC)—Lana Turner, John Gavin, Sandra Dee— 5287 (5-26-65)—Reissue is high rating drama—Reissue
6522 **I SAW WHAT YOU DID**—MD-82m.—Joan Crawford, John Ireland, Andi Garrett, Sharyl Locke—5283 (5-12-65)—Good suspense programmer
6427 **KITTEN WITH A WHIP**—MD-83m.—Ann-Margret, John Forsythe—5226 (11-4-64)—Unpleasant entry for the program
6425 **LIVELY SET, THE**—D-95m.—(C)—James Darren, Pamela Tiffin—5198 (8-19-64)—Okay entry for teens and their elders
6506 **MAN IN THE DARK**—D-80m.—William Sylvester, Barbara Shelley—5250 (2-3-65)—Okay programmer—English-made
6518 **MC HALE'S NAVY JOINS THE AIR FORCE**—C-90m.—(TC)—Joe Flynn, Tim Conway—5290 (6-9-65)—Cute sequel to initial release and regular tv show
6514 **MIRAGE**—D-109m.—Gregory Peck, Diane Baker—5287 (5-26 65)—Very good suspense thriller
6516 **NAKED BRIGADE, THE**—MD-99m.—Shirley Eaton, Ken Scott—5278 (4-28-65)—Fair programmer—Filmed in Greece; partially titled
6503 **NIGHT WALKER, THE**—D-86m.—Barbara Stanwyck, Robert Taylor, Hayden Rorke—5242 (12-30-64)—Horror entry has angles
6515 **SECRET OF BLOOD ISLAND, THE**—MD-84m.—Barbara Shelley, Jack Hadley—5279 (4-28-65)—Unpleasant programmer—English-made
6426 **SEND ME NO FLOWERS**—C-100m.—(TC)—Rock Hudson, Doris Day—5211 (9-2-64)—Very good comedy.
6521 **SHENANDOAH**—D-105m.—(TC)—James Stewart, Doug McClure, Rosemary Forsyth—5279 (4-28-65)—Fine drama heightened by impressive Stewart performance
6428 **SING AND SWING**—CMU-75m.—David Hemmings, Jennifer Moss—5211 (9-2-64)—Fair import for program with angles for younger set—English-made
6505 **STRANGE BEDFELLOWS**—98m.—(TC)—Rock Hudson, Gina Lollobrigida—5239 (12-16-64)—Cute comedy with potent cast
6509 **SWORD OF ALI BABA**—MD-81m.—(C)—Peter Mann, Jocelyn Lane—5270 (3-31-65)—Okay programmer
6504 **TAGGART**—W-85m.—(C)—Tony Young, Dan Duryea, Elsa Cardenas—5239 (12-16-64)—Okay western
6523 **THAT FUNNY FEELING**—C-93m.—(C)—Sandra Dee, Bobby Darin, Donald O'Connor—5306 (8-4-65)—Amusing entry
6508 **TRUTH ABOUT SPRING, THE**—CD-102m.—(TC)—Hayley Mills, John Mills, James MacArthur—5270 (3-31-65)—Fairly entertaining entry—Filmed abroad
6520 **VERY SPECIAL FAVOR, A**—C-104m.—(TC)—Rock Hudson, Leslie Caron, Charles Boyer—5298 (7-7-65)—A very funny comedy
6519 **WILD SEED**—D-99m.—Michael Parks, Celia Kaye, Eve Novak—5263 (3-17-65)—Effective program entry
6510 **WORLD OF ABBOTT AND COSTELLO, THE**—COMP.-75m.—Bud Abbott, Lou Costello—5275 (4-14-65)—Compilation offers the best of the taem's films.

Operation Crossbow	A1	MGM
● Oscar, The		Par.
● O.S.S. 117		AA
● Our Man Flint		Fox
Outlaws Is Coming, The	A1	Col.
● Outlaws Of Red River, The		Fox
Outrage, The	A3	MGM
Over There—1914-1918		For.

P

Pajama Party	B	A-I
● Paranioa		Emb.
Passionate Thief, The	A3	Emb
● Passport To Oblivion		MGM
● Patch of Blue, A		MGM.
Pawnbroker, The	C	AA-Landau
● Pie In The Sky	A3	AA
● Planet of Blood, The		AI
● Playboy		Col.
● Play It Cooler		Col.
Pleasure Seekers, The	B	Fox
● Promise Her Anything		Par.
Psycho—Re.	B	Par.
Psychomania		Misc.

Q

Quick, Before It Melts	B	MGM
Quo Vadis—Re.	A1	MGM

R

● Racing Fever	B	AA
● Rage To Live, A	A3	UA
Raiders From Beneath The Sea	B	Fox
● Rapture		Fox
● Rare Breed, The		U
Rattle Of A Simple Man		Cont.
Ready For The People		WB
Red Desert	A4	Foir.
Red Lanterns		For.
● Red Line 7000		Par.
Requiem For A Gun Fighter		EMB
● Return From The Ashes		UA
● Revenge Of The Gladiators, The		Par.
● Reward, The	A2	Fox
Rio Conchos	A3	Fox
Rotten to the Core		For.
Rounders, The	A3	MGM
Roustabout	A2	Par.

S

Sampson vs The Giant King		For.
Sandokan, The Great	A1	MGM
Sandpiper, The	B	MGM
● Sands of The Kalahari		Par.
Santa Claus Conquers The Martians	A1	Emb.
Satan Bug, The	A2	UA
Scarlet Letter, The		Misc.
Seaside Swingers	A1	Emb.
● Seconds		Par.
Secret Door, The	A2	AA
Secret Invasion, The	A2	UA
Secret Of Blood Island	A2	U
Secret Of Magic Island	A1	Emb.
● Secret of My Success, The	A2	MGM
Send Me No Flowers	A2	U
● Senilita		Col.
● Sergeant Deadhead		AI
7 Dwarfs To The Rescue, The		For.
● Seven Slaves Against The World	A2	Par.
● Seven Women		MGM
Sex And The Single Girl	B	WB
She	A2	MGM
Shenandoah	A1	U
Ship Of Fools	A3	Col.
Signpost To Murder	A3	MGM
● Silencers, The		Col.
Sing And Swing	A2	U
● Situation Hopeless But Not Serious		Par.
Ski Party	A2	AI
● Skull, The	A2	Par.
Slave Trade In The World Today	A3	Cont.
● Slender Thread, The		Par.
So Dear To My Heart—Re	A1	BV
● Son Of A Gunfighter		MGM
Sons Of Katie Elder, The	A1	Par.
Sound Of Music, The	A1	Fox
● Space Flight IC-1		Fox
● Spy Who Came In From The Cold, The		Par.
● Stagecoach		Fox
Station Six Sahara	B	AA
Strange Bedfellows	A3	U
● Summer Fires		UA
Sweet And Sour	C	For.
Swinger's Paradise	A1	AI
Swingin' Summer, A		Misc.
Sword of Ali Baba, The	A1	U
Sylvia	B	Par.
Symphony For A Massacre	A3	For.
Synanon	A3	Col.

T

Taboos of the World	A4	AI
• Tatty And The Jungle Hunter	AI	AA
Taggart	A2	U
T-A-M-I Show, The		Misc.
Tattooed Police Horse, The	AI	BV
Taxi for Torbuk	A2	For.
• Tennessee Jamboree		AA
• Tenth Victim, The		EMB.
Thank Heaven For Small Favors		For.
• That Darn Cat		BV
That Funny Feeling	A2	U
These Are The Damned	A3	Col.
• Thing at the Door, The		WB
Three Penny Opera	A3	Emb.
Third Day, The	A3	WB
36 Hours	A2	MGM
Those Calloways	AI	BV
Those Magnificent Men In Their Flying Machines	AI	Fox
• Thousand Clowns, A		UA
• Thunderball		UA
Tickle Me	A2	AA
• Tiko And The Shark		MGM
• Time Of Indifferance		Cont.
Time Travelers, The	B	A-I
Tomb Of Ligeia	A2	A-I
Topkapi	A3	UA
Town Tamer	A2	Par.
Train, The	AI	UA
• Treasure Of Silver Lake		Col.
Truth About Spring, The	AI	U
Two On a Guillotine	A3	WB

U

• Ugly Dachshund, The		BV
Umbrellas Of Cherbourg, The	A3	.AA-Landau
• Under Age	B	AI
Unearthly Stranger	AI	A-I
Up From The Beach	AI	Fox

V

Very Special Favor, A	A3	U
Vice And Virtue	B	MGM
• Village Of The Giants		Emb.
Visit, The	A4	Fox
• Viva Maria		UA
Von Ryan's Express	AI	Fox
Voyage To The End Of The Universe	AI	A-I

W

• War Lord, The		U
War Gods Of The Deep		A-I
War of the Zombies		AI
War Party	AI	Fox
• Watch It, Sailor		Col.
• Weekend At Dunkirk		Fox
What's New, Pussycat	B	UA
Where Love Has Gone	A3	Par
• When The Boys Meet The Girls		MGM
White Voices	C	For.
• Who's Afraid Of Virginia Woolf?		WB
Why Bother To Knock?	B	For.
• Wild On The Beach		Fox
Wild Seed	A3	U
• Winter A-Go-Go		Col
Witchcraft	A2	Fox
Woman Is A Woman, A		For.
Women Of Straw	A3	UA
Woman Who Wouldn't Die, The	A3	WB
• Wonderful Life		A-I
World of Abbott & Costello, The	AI	U
World of Suzie Wong, The—RE.	B	Par.
World Without Sun	AI	Col.
• World's Greatest Swindles		Cont.

Y

Yellow Rolls, Royce, The	A4	MGM
Yolanta		For
• You Must Be Joking		Col.
Youngblood Hawke	A3	WB
Young Cassidy	A3	MGM
Young Dillinger	B	AA
Young Fury	A2	Par.
Young Lovers, The	A3	MGM
Your Cheatin' Heart	A2	MGM
Your'e Never Too Young—Re.	A2	Par.

Z

Zebra In The Kitchen	AI	MGM
Zorba, The Greek	A4	Fox

COMING

AND NOW MIGUEL—(TC)—Pat Cardi, Michael Ansara
ARABESQUE—(TC)—Gregory Peck, Sophia Loren
BLINDFOLD—(TC)—Rock Hudson, Claudia Cardinale
GHOST AND MR. CHICKEN, THE—(TC)—Don Knotts, Joan Staley, Dick Sargent
GUNPOINT—(TC)—Audie Murphy, Joan Staley
INCIDENT AT PHANTOM HILL, THE—(TC)—Robert Fuller, Jocelyn Lane
LOVE AND KISSES—(TC) Rick Nelson, Jack Kelly, Kristin Nelson
MADAME X—(TC)—Lana Turner, John Forsythe, Ricardo Montalban
MAN COULD GET KILLED, A—(TC)—James Garner, Melina Mercouri, Sandra Dee
MOMENT TO MOMENT—(TC)—Jean Seberg, Honor Blackman
RARE BREED, THE—(PV; TC)—James Stewart, Maureen O'Hara
WAR LORD, THE—(PV; TC)—Charlton Heston, Rosemary Forsyth, Richard Boone

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

458 BATTLE OF THE VILLA FIORITA, THE—D—111m.—(PV;TC)—Maureen O'Hara, Rossano Brazzi, Richard Todd—5287 (5-26-65)—Uneven romantic tale aimed at gals

460 BRAINSTORM—D-114m.—(PV)—Jeff Hunter, Anne Francis, Dana Andrews—5283 (5-12-65)—Psychological drama holds interest

480 CHEYENNE AUTUMN—AD-145m.—(PV 70; TC)—James ewart, Edward G. Robinson, Richard Widmark, Carroll Baker—5223 (10-21-64)—Highly interesting outdoor adventure entry

455 DEAR HEART—D-114m.—Glenn Ford, Geraldine Page—5239 (12-16-64)—Mildly entertaining

GREAT RACE, THE—C-150m.—(PV; TC)—Jack Lemmon, Tony Curtis, Natalie Wood—5298 (7-7-65)—Comedy blockbuster is headed for the top

478 HAMLET—D-187m.—(Electronovision)—Richard Burton—5220 (10-7-64)—Of value as a record of a novel version of the Shakespeare classic

HAVING A WILD WEEKEND—C-91m.—Dave Clark Five—5302 (7-21-65)—Sell the Dave Clark Five—English-made

451 KISSES FOR MY PRESIDENT—C-113m.—Fred MacMurray, Polly Bergen—5211 (9-2-64)—Topical farce benefits from good cast

479 MY FAIR LADY—MU-170m.—(PV70, TC)—Audrey Hepburn, Rex Harrison—5227 (11-4-64)—Highly impressive entertainment headed right for the top

457 NONE BUT THE BRAVE—D-108m.—(PV; TC)—Frank Sinatra, Clint Walker, Tommy Sands—5255 (2-17-65)—Gory effort gives two-sided view of war on small scale

459 MY BLOOD RUNS COLD—MD-104m.—(PV)—Troy Donahu Joey Heatherton—5270 (3-31-65)—Mild horror meller with names to lure youngsters

452 READY FOR THE PEOPLE—MD-54m.—Simon Oakland, Anne Helm—5227 (11-4-64)—Okay for program filler

454 SEX AND THE SINGLE GIRL—C-114m.—(TC)—Tony Curtis, Natalie Wood, Henry Fonda—5242 (12-30-64)—Frenzied farce with leers and laughs

THIRD DAY, THE—D-119m.—(PV; TC)—George Peppard, Elizabeth Ashley—5299 (7-7-65)—Interesting drama

456 TWO ON A GUILLOTINE—MD-107m.—(PV)—Connie Stevens, Dean Jones, Cesar Romero—5247 (1-20-65)—Fast moving chiller

461 WOMAN WHO WOULDN'T DIE, THE—MD-84m.—Garry Merrill, Jane Merrow, Georgiana Cookson—5283 (5-12-65)—Okay murder meller for the programs—English-made

453 YOUNGBLOOD HAWKE—D-137m.—James Franciscus, Suzanne Pleshette, Genevieve Page—5227 (11-4-64)—Classy effort misses dramatic mark

COMING

BATTLE OF THE BULGE—(CN; TC)—Henry Fonda, Robert Shaw
BIG HAND FOR THE LITTLE LADY, A—(TC)—Henry Fonda, Joanne Woodward, Paul Ford
CRACK OF THE WHIP—(C)—Clint Walker
FINE MADNESS, A—Sean Connery, Joanne Woodward
INSIDE DAISY CLOVER—(PV, TC)—Natalie Wood, Christopher Plummer
MARRIAGE ON THE ROCKS—(TC; PV)—Frank Sinatra, Deborah Kerr, Dean Martin
MOVING TARGET, THE—(PV; TC)—Paul Newman, Lauren Bacall, Shelley Winters
MURIETA—(C)—Jeff Hunter, Arthur Kennedy
NEVER TOO LATE—(TC)—Paul Ford, Maureen O'Sullivan, Connie Stevens
THING AT THE DOOR, THE—Troy Donohue
WHO'S AFRAID OF VIRGINIA WOOLF?—Elizabeth Taylor, Richard Burton

MISCELLANEOUS

ACROSS THE RIVER—D—85m.—Lou Gilbert, Kay Doubleday—5266 (3-17-65)—Off-beat drama for art spots—R. M. Franchi

BUS, THE—DOC—62m.—Produced and photographed by Haskell Wexler—5290 (6-9-65)—Tale of a group with a cause for selective audiences—Edward Harrison

CASTLE OF BLOOD—MD-85m.—Barbara Steele, George Riviere—5211 (9-2-64)—Horror meller provides its share of chills—Woolmer Bros.

COOL WORLD, THE—DOC-105m.—Hampton Clanton, Yolanda Rodriguez—5224 (10-21-64)—Authentic reenacted documentary on Harlem can be sold—Cinema V

CURSE OF THE STONE HAND—MD—72m.—Ernest Walch, John Carradine, Sheila Bon—5266 (3-17-65)—Confused lower half horror entry—Associated Distributors Pictures

ELEANOR ROOSEVELT STORY, THE—DOC.—90m.—Produced by Sidney Glazier—5290 (6-9-65)—Fine documentary—Sidney Glazier Prod.

FACE OF THE SCREAMING WEREWOLF—MD—60m.—Lon Chaney, Landa Varle—5266 (3-17-65)—Horror entry for the lower half—Associated Distributors Pictures

FLESH EATERS, THE—MD-90m.—Rita Morley, Byron Sanders, Martin Losleck—5224 (10-21-64)—Program horror meller—C.D.A.

HARLOW—D-109m.—(Electronovision)—Carol Lynley, Efrem Zimbalist, Jr.—5287 (5-26-65)—Reputed biography of former film star is mildly entertaining—Magna

IMAGE OF LOVE—DOC-90m. (EC)—Written, directed and produced by Lou Stoumen—5299 (7-7-65)—Fairly interesting documentary on love through the ages—Green Releasing Org.

INHERITANCE, THE—DOC-60-m.—Narrated by Robert Ryan—5234 (12-3-64)—Documentary on rise of the unions needs special treatment—Harold Mayer

KISS ME, STUPID—C-126m.—(PV)—Dean Martin, Kim Novak, Ray Walsten—5242 (12-30-64)—Sex laden fest may raise a few brows—Lopert

LIVING BETWEEN TWO WORLDS—D-78m.—Horace Jackson, Maye Henderson, Mimi Dillard—5220 (10-7-64)—All Negro film is okay dueller for specialized houses—Empire

MAN FROM BUTTON WILLOW, THE—CAR-84m.—(C)—Presented by Dale Robertson—5251 (2-3-65)—Enjoyable western cartoon for family and youngsters—United Screen Arts

MME. OLGA'S MASSAGE PARLOR—MD—70m.—Alice Baez, T. Wood Parker—5266 (3-17-65)—Fast buck and mediocre exploitation film—American Film Dist.

NASTY RABBIT, THE—C-85m.—(TS; TC)—Mischa Terr, Arch Hall, Jr.,—5243 (12-30-64)—Childish entertainment—Fairway International

NIGHTMARE IN THE SUN—MD—81m.—(DC)—Ursula Andress, John Derek, Aldo Ray—5231 (11-18-64)—Suspenseful story of a manhunt for the program—Zodiac

NOTHING BUT A MAN—D-90m.—Ivan Dixon, Abbey Lincoln—5259 (3-3-65)—Poignant, sensitive portrait of a southern Negro's marriage—Cinema V

T-A-M-I SHOW, THE—MUNOV—113½m.—Beach Boys, Barbarians, Chuck Barry—5231 (11-18-64)—Good musical novelty for teens—Electronovision—American Int.

SCARLET LETTER, THE—D-72m.—Colleen Moore, Hardie Albright—5290 (6-9-65)—Reissue of Hawthorne classic has novel curio value—Signature Films

SWINGIN' SUMMER, A—MU—80m.—(TC)—James Stacy, William Wellman, Jr., Quinn O'Hara—5266 (3-17-65)—Cute entry with special appeal for teens—United Screen Arts

FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

AND SO TO BED—D-112m.—Hildegard Knaf, Thomas Fritsch—5306 (8-4-65)—Cute import on long side for adults only—German-made; English dialogue-Medallion

AWFUL DR. ORLOF, THE—MD-90m.—Howard Vernon, Diano Larys—5291 (6-9-65)—Program horror meller—Foreign-made; dubbed in English—Sigma III

BAY OF ANGELS—D-85m.—Jeanne Moreau, Claude Mann—5251 (2-3-65)—Intr'guing import for art spots—French-made; English titles—Pathe Contemporary

BAMBOLE—C-111m.—Virna Lisi, Monica Vitti, Gina Lollobrigida—5303 (7-21-65)—Fairly amusing import—Italian-made; English titles; Royal Films Int.

BANANA PEEL—C-97m.—Jeanne Moreau, Jean-Paul Belmondo—5255 (2-17-65)—Entertaining import—French-made; English titles—Pathe Contemporary

BEFORE THE REVOLUTION—D-112m.—Adriana Asti, Francesco Barilli—5306 (8-4-65)—Interesting adult import—Italian-made; English titles—New Yorker Films

BLACK TORMENT, THE—MD—88m.—(C)—Heather Sears, John Turner—5263 (3-17-65)—Suspenseful horror meller—English-made—Governor

BRAIN, THE—MD—83m.—Anne Heywood, Peter Van Eyck—5263 (3-17-65)—Okay terror entry—English-made—Governor

CARRY ON SPYING—C-87m.—Kenneth Williams, Barbara Windsor—5251 (2-3-65)—Carry On slapsticking still good comedy—English-made—Governor

CASABLAN—D—63m.—Nikos Kourkoules—5263 (3-17-65)—Minor import—Filmed in Greece—Frisch-Natas Productions

DIARY OF A CHAMBERMAID, THE—D—97m.—Jeanne Moreau, Michel Piccoli—5264 (3-17-65)—Interesting import—French-made; English titles—Int. Classics

EVA—D-115m.—Jeanne Moreau, Stanley Baker, Vira Lisi—5295 (6-23-65)—Fairly interesting entry—Filmed abroad—Times

EYES OF THE NEEDLE, THE—CD-97m.—Vittorio Gassman, Annette Storyberg—5307 (8-4-65)—Sex farce may interest art house crowd—Italian-made; English titles—Eldorado

FANNY HILL—C-104m.—Miriam Hopkins, Letitia Roman—5279—(4-28-65)—Farcial treatment of innocence untouched by life in a brothel—German-made; dubbed in English—Famous Players

GIRL WITH GREEN EYES—D-91m.—Peter Finch, Rita Tushingham—5194 (8-5-64)—Romance of value to art and other spots—English-made (Filmed in Ireland)—Lopert

GO-GO BIG BEAT—MU-82m.—(EC)—Millie Small, The Animals, Lulu and The Luvvers—5295 (6-23-65)—Musical mish-mash for the teen set—English-made—Eldorado

GUIDE, THE—D-120m.—(PC)—Dev Anand, Kishore Sahu—5259 (3-3-65)—Fairly interesting import set in modern India—Filmed in India—Stratton Int.

HERCULES VIS THE GIANT WARRIORS—MD-94m.—(CS;EC)—Don Vadis—5291 (6-9-65)—Good action for undiscriminating adults and teens—Italian-made; dubbed in English—John Alexander

HIGH INFIDELITY—CD-130m.—Ugo Tognazzi, Fulvia Franco, Nino Manfredi—5303 (7-21-65)—Entertaining import flavored with sex—Foreign-made; English titles—Magna

HORRIBLE DR. HICHCOCK, THE—MD-76m.—(TC)—Barbara Steele, Robert Flemyng—5291 (6-9-65)—Program horror meller—English-made—Sigma III

LAST WOMAN OF SHANG, THE—MD—107m.—(C)—Lin Dei—5264 (3-17-65) Fair import—Chinese-made; English titles—Shaw Brothers

MAEDCHEN IN UNIFORM—D-91m.—Lilli Palmer, Romy Schneider—5303 (7-21-65)—A look at a German boarding school for girls holds interest—German-made; English titles—Seven Arts

MALE HUNT—C-92m.—Jean-Paul Belmondo, Catherine Deneuve—5291 (6-9-65)—Amusing import for art, specialty spots—French-made; English titles—Pathe Contemporary

MAN WHO COULDN'T WALK, THE—MD—63m.—Peter Reynolds, Eric Pohlmann, Pat Calvin—5264 (3-17-65)—Okay action entry for lower half—English-made; Taurus

MODEL MURDER CASE, THE—90m.—Ian Hendry, Ronald Fraser, Margaret Johnston—5264 (3-17-65)—Good mystery Import—English-made—Cinema V

MONDO PAZZO—DOC-94m.—(TC)—Directed by Jacopetti—and prosperi 5251 (2-3-65)—Repelling successor to "Mondo Cane"—Filmed in various parts of the world—English narration—Rizzoli Films

MY BABY IS BLACK—D-80m.—Gordon Heath, Francoise Giret—5279 (4-28-65)—Tender miscegination romance—French-made; dubbed in English—American Dist.

MY WIFE'S HUSBAND—C-85m.—Fernandel, Bourvil, Claire Maurier—5255 (2-17-65)—Amusing import—French-made; English titles—Lopert

NEW ANGELS, THE—DOC D-94m.—Youth of Italy—5295 (6-23-65)—Interesting entry for art spots—Italian-made; English titles—Promenade

NOT ON YOUR LIFE—C-90m.—Nino Alberti, Emma Penella—5270 (3-31-65)—Cute import—Foreign-made; English titles—Pathe Contemporary

ONE WAY PENDULUM—C-90m.—Eric Sykes, Julia Foster, George Cole—5255 (2-17-65)—Fair import on the wacky side—English-made—Lopert

ONIBABA—D—104m.—(CS)—Nobuko Otowa, Jitsuko Yoshimura—5264 (3-17-65)—Strong, Interesting import for adult art audiences—Japanese-made; English titles—Toho

OVER THERE—1914-1918—DOC—90m.—Conceived and directed by Jean Aurel—5265 (3-17-65)—Interesting documentary on World War I—French-made—Pathe Contemporary

RED DESERT—D-116m.—(TC)—Monica Vitti, Richard Harris—5255 (2-17-65)—Arty import—Italian-made; English titles—Rizzoli

RED LANTERNS—D-85m.—Jenny Karezi, Georges Foondas—5271 (3-31-65)—Lusty, interesting import for art spots—Greek made; English titles—Times

ROTTEN TO THE CORE—C-90m.—Anton Rodgers, Charlotte Rampling—5303 (7-21-65)—Amusing import—Cinema V—English-made

SAMSON VS THE GIANT KING—MD-91m.—(CS; EC)—Kirk Morris—5291 (6-9-65)—More unintentional chuckles than thrills—Italian-made; dubbed in English—John Alexander

7 DWARFS TO THE RESCUE, THE—NOV—84m.—Rosanna Podesta, Robert Risso—5265 (3-17-65)—Mild entry for the younger set—Italian-made; dubbed in English—Childhood Productions

SWEET AND SOUR—C-98m.—Simone Signoret, Jean-Paul Belmondo—5260 (3-3-65)—Cute, wacky import—French-made; English titles—Pathe Contemporary

SYMPHONY FOR A MASSACRE—D-115m.—Michael Auclair, Claude Dauphin—5295 (6-23-65)—Good import for art spots—Foreign-made—English titles—Seven Arts

TAXI FOR TOBRUK—D—90m.—(Dyaliscope)—Lino Ventura, Hardy Kreuger, Charles Azaavour—5265 (3-17-65)—Okay programmer for art or regulation spots—Filmed abroad; dubbed in English—Seven Arts

THANK HEAVEN FOR SMALL FAVORS—C—84m.—Bourvil—5265 (3-17-65)—Moderately amusing import—French-made; English titles—Int. Classics

WHITE VOICES—C-93m.—(TC)—Paolo Ferrari—5295—(6-23-65)—Off-beat subject should prove effective in art spots—Italian-made; English titles—Rizzoli

WHY BOTHER TO KNOCK—C-88-m.—(C; CS)—Elke Sommer, Richard Todd—5244 (12-30-64)—Fairly amusing comedy—Filmed abroad; spoken in English—Seven Arts

WOMAN IS A WOMAN, A—CD-80m.—(C)—Jean-Paul Belmondo, Anna Karina—5248 (1-20-65)—Weird import for special spots—French-made; English titles—Pathe Contemporary

YOLANTA—MU—82m.—(Magicolor)—Nataiya Rudnaya—5265 (3-17-65)—Good operatic rendition for art spots—Russian-made; English titles—Artkino

THESE THEATRE-TESTED FORMS AVAILABLE TO MOTION PICTURE EXHIBITOR SUBSCRIBERS!

DATE BOOK FORMS:
. . . Pocket-Size-6 ring (3¾ x 6¾ in.) Dated full year supply $1.00
. . . Large Size-3 ring (9 x 12 in.) Undated 52 pages .... .50

SERVICE-KIT SYSTEM:
. . . Large Size complete set of: Date Book forms, Availability and Playoff Worksheets, Performance Record and Cut-Off sheets, Booking Calendar, Other Dividers 1.30
. . . Availability and Playoff Worksheets (9 x 12 in.) 10 pages .... .10
. . . Performance record and Cut-Off Sheets (9 x 12 in.) 20 pages .... .25

BINDERS, Plain:
. . . For Pocket-Size Date Book-6 ring. Soft leatherette. 1.30
. . . For Service-Kit System, Reviews, Service-Section. Stiff leatherette. 1.50

ZIPPER CASE BINDERS, Leather:
. . . 3-Ring, genuine cowhide. Tax Incl. 6.00

BOXOFFICE STATEMENTS:
. . . Regular theatre Padded in 50's and punched (5½ x 9 in.). Per Pad .... .30
. . . Drive-In theatre. Padded in 50's and punched (5½ x 9 in.). Per Pad .... .30

PROGRAM AND RUNNING TIME SCHEDULES:
. . . For regular and drive-in theatres. Padded in 50's. Per Pad .... .35

BOOKKEEPING SYSTEM—Book:
. . . At-A-Glance (copyright) for regular and drive-in theatres. Annual record (9 x 12 in.) 1.75

BUSINESS ANALYSIS SPREAD-SHEETS:
. . . Drive-In theatres only. Large sheets (11 x 16 in.) Set of 13 sheets .... .50

PAYROLL FORMS:
. . . Weekly for regular and drive-in. Folding flap (8½ x 11 in.). Set of 52 sheets 1.30

EMPLOYEE EARNINGS RECORD CARDS:
. . . Annual card for each employee (8½ x 11 in.). All deductions. Set of 12 cards .40

PETTY CASH CONTROL SYSTEM:
. . . Voucher pads, numbered consecutively. (3 x 5 in.) Per Pad .... .30
. . . Weekly envelopes for filing full week's transactions. Set of 50 .... .65

SERVICE MANUALS FOR TRAINING:
. . . Separate sections on regular and drive-in employees. Each .10

EXHIBITOR BOOK SHOP
317 N. Broad St.
Philadelphia, Pa. 19107

FEATURE FILMS PRODUCTION NUMBERS and NATIONAL RELEASE DATES CURRENT and COMING

(This Is a listing of all production numbers and release dates, as made available by the companies, accurate to time of publication. Additional information and other coming releases can be found in the body of the SERVISECTION.)

Allied Artists

S6535	The Human Duplicators (George Nader)	March
S6536	Mutiny In Outer Space (William Leslie)	March
6543	The Pawnbroker (Landau) (Rod Steiger)	March
6506	Young Dillinger (Nick Adams, Mary Ann Mobley)	March
6504	Taffy And The Jungle Hunter (Jacques Bergerac)	March
6505	Blood and Black Lace (Cameron Mitchell)	April
6511	Finger On The Triger (Rory Calhoun)	May
	The Fool Killer (Landau) (Athony Perkins)	May
6509	Tickle Me (Elvis Presley)	June
	Bikini Paradise (Janette Scott)	June
6510	Gunmen Of The Rio Grande (Guy Madison)	June
6512	Pie In The Sky (Lee Grant, Richard Bray)	July
6507	Operation C.I.A. (Burt Reynolds)	Aug.
6513	City Of Fear (Terry Moore) ..	Sept.
6515	The Magic Weaver (Color Fairy Tale)	Sept.

American-International

6502	The War Of The Zombies (John Barrymorc, Jr.)	March
6505	Swingers Paradise (Cliff Richard)	May
6503	Beach Blanket Bingo (Frankie Avalon, Annette Funicello)	April
6416	Taboos Of The World (Narration by Vincent Price)	April
6506	Go Go Mania (The Beatles, The Animals)	May
6504	War Gods Of The Deep (Vincent Price, Tab Hunter)	May
6508	Ski Party (Frankie Avalon)	June
6509	How To Stuff A Wild Bikini (Tommy Kirk, Annette Funicello, Mickey Rooney)	July
6510	Sergeant Deadhead (Frankie Avalon, Deborah Walley)	Aug.
	Die, Monster, Die (Boris Karloff, Nick Adams)	Sept.
	Planet Of Blood (Barry Sullivan)	Sept.

Buena Vista

	The Monkey's Uncle (Tommy Kirk, Annette)	July

Columbia

	Lord Jim (Peter O'Toole, James Mason)	March
65018	Major Dundee (Charles Heston, Richard Harris)	April
65020	Die, Die, My Darling (Tallulah Bankhead)	May
6502.	Synanon (Edmund O'Brien)	May
	Apache Gold (Lex Barker)	May
66002	Ganghis Khan (Stephen Boyd)	June
	The Collector (Terence Stamp, Samatha Eggar)	June
	The Great Sioux Massacre (Joseph Cotten)	June
	Cat Ballou (Jane Fonda, Lee Marvin)	July
	Ship Of Fools (Vivien Leigh, Jose Ferrer)	Aug.

Continental (Walter Reade-Sterling, Inc.)

	The Love Goddesses (Compilation with Jean Harlow, etc.)	March
	Circle Of Love (Jane Fonda)	April
	The Magnificent Cuckold (Claudia Cardinale, Ugo Tognazzi)	May
	Agent 008-¾ (Dirk Bogarde, Sylva Koscina)	June
	Time Of Indifference (Rod Steiger, Shelley Winters)	July

Embassy

	Kimberley Jim (Jim.Reeves)	March
	Il Successo (Vittorio Gassman)	May
	The Little Nuns (Catherine Spaak)	May
	Seaside Swingers (John Leyton)	June
	Requiem For A Gunfighter (Rod Cameron, Stephen McNally)	June
	Italiano Brava Gente (Arthur Kennedy, Peter Falk)	June
	Dingaka (Stanley Baker, Juliet Prouse)	July
	The Bounty Killer (Dan Duryea, Rod Cameron)	July
	The Fascist (Ugo Tognazzi, Georges Wilson)	July
	Casanova '70 (Marcello Mastroianni, Virna Lisi)	Aug.
	Darling (Dirk Bogarde, Laurence Harvey)	Aug.

MGM

6518	Girl Happy (Elvis Presley)	April
6519	Clarence, The Cross-eyed Lion (Marshall Thompson)	April
6523	Hysteria (Robert Webber, Leila Goldoni)	April
6521	Hercules, Samson and Ulysses (Kirk Morris, Richard Lloyd)	May
6520	Sandokan, The Great (Steve Reeves)	May
6522	Gunfighters Of Casa Grande (Alex Nicol)	May
6524	Joy In The Morning (Richard Chamerlain, Yvette Mimieux)	June
6525	Zebra In The Kitchen (Jay North)	June
6526	She (Ursula Andress, Peter Cushing)	June
6528	The Sandpiper (Elizabeth Taylor, Richard Burton)	July
6527	The Yellow Rolls-Royce (Ingrid Bergman, Rex Harrison, Shirley MacLaine, Omar Sharif)	July
6529	Operation Crossbow (George Peppard, Sophia Loren)	July
6601	Murder Most Foul (Margaret Rutherford)	Sept.
6608	Laurel and Hardy's Laughing 20's (Laurel and Hardy Compilation)	Sept.
6602	Once A Thief (Alain Delon, Ann-Margret, Van Heflin)	Sept.

Paramount

6417	Circus World (John Wayne, Claudia Cardinale)	April
6415	Dr. Terror's House Of Horrors (Peter Cushing)	April
6419	Girls On The Beach (Beach Boys, Lesley Gore)	May
6420	The Amorous Adventures Of Moll Flanders (Kim Novak, Richard Johnson)	May
	In Harm's Way (John Wayne, Kirk Douglas)	June
6422	The Family Jewels (Jerry Lewis)	June
6423	Harlow (Carroll Baker, Peter Lawford)	June
6421	The Sons Of Katie Elder (John Wayne)	July
	Black Spurs (Rory Calhoun)	July
	Situation Hopeless But Not Serious (Alec Guiness, Michael Connors)	Aug.
	The Skull (Peter Cushing, Christopher Lee)	Sept.
	Seven Slaves Against The World (Roger Browne)	Sept.
	Revenge Of The Gladiators (Roger Browne)	Sept.
	Pardners (Reissue) (Dean Martin, Jerry Lewis)	Sept.
	Living It Up (Reissue) (Dean Martin, Jerry Lewis)	Sept.
	Breakfast At Tiffany's (Reissue) (Audrey Hepburn)	Sept.
	Sabrina (Reissue) (Audrey Hepburn)	Sept.

20th Century-Fox

	War Party (Michael Mikler, Davey Davison)	April
	Curse Of The Fly (Brian Donlevy)	April
	Devils Of Darkness (William Sylvester)	April
513	High Wind in Jamaica (Anthony Quinn)	May
	Rapture (Melvyn Douglas)	June
514	Up From The Beach (Cliff Robertson)	June
515	Von Ryan's Express (Frank Sinatra, Trevor Howard)	July
	Convict Stage (Harry Lauter, Donald Barry)	July
560	Those Magnificent Men In Their Flying Machines (All Star Cast; Road Show)	Aug.
	Morituri (Marlon Brando, Yul Brynner)	Aug.
	The Reward (Max Von Sydow, Yvette Mimieux)	Sept.
	Weekend At Dunkirk (Jean-Paul Belmondo, Catherine Spaak)	Sept.

United Artists

6507	The Train (Burt Lancaster)	April
6506	Mister Moses (Robert Mitchum, Carroll Baker)	May
	Masquerade (Cliff Robertson)	May
6509	I'll Take Sweden (Bob Hope, Tuesday Weld)	June
6510	What's New Pussycat? (Peter O'Toole, Peter Sellers)	June
6511	The Glory Guys (Tom Tryon, Senta Berger)	July
	The Knack (Rita Tushingham, Ray Brooks)	July
	Help! (The Beatles)	Aug.
	Billie (Patty Duke, Warren Berlinger)	Sept.
	A Thousand Clowns (Jason Robards, Jr., Barbara Harris)	Sept.

Universal

6507	Bus Riley's Back In Town (Ann-Margret, Michael Parks)	April
6508	The Truth About Spring (Hayley Mills, James MacArthur)	April
6509	The Sword Of Ali Baba (Peter Mann, Jocelyn Lane)	May
6510	The World Of Abbott and Costello (Compilation: Abbott and Costello)	May
6513	Fluffy (Tony Randall, Shirley Jones)	June
6511	Imitation Of Life (Reissue) (Lana Turner, John Gavin)	June
6512	Flower Drum Song (Reissue) (Nancy Kwan)	June
6514	Mirage (Gregory Peck)	June
6515	Secret Of Blood Island (Barbara Shelley)	June
6516	The Naked Brigade (Shirley Eaton, Ken Scott)	June
6517	The Art Of Love (James Garner, Elke Sommer, Dick Van Dyke)	July
6518	McHale's Navy Joins The Air Force (Joe Flynn, Tim Conway)	July
6519	Wild Seed (Michael Parks, Celia Kaye)	July
6520	A Very Special Favor (Rock Hudson, Leslie Caron)	Aug.
6521	Shenandoah (James Stewart)	Aug.
6522	I Saw What You Did (Joan Crawford, John Ireland)	Sept.
6523	That Funny Feeling (Sandra Dee, Bobby Darin, Donald O'Connor)	Sept.

Warners

458	The Battle At The Villa Fiorita (Rossano Brazzi, Maureen O'Hara)	April
455	Dear Heart (Glenn Ford, Geraldine Page)	May
460	Brainstorm (Jeff Hunter, Viveca Lindfors)	May
461	The Woman Who Wouldn't Die (Gary Merrill)	May
	The Third Day (George Peppard, Elizabeth Ashley)	July
	Having A Wild Weekend (Dave Clark Five)	Aug.
	Murieta (Jeff Hunter)	Sept.

CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum words. No cuts or borders. **4 consecutive** insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (See "A-Man" CORNER on this page for Help and Situations Wanted advertising.)

BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1. 75-500 combinations. 1, 100-200 combinations. Can be used for KENO $3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

EQUIPMENT WANTED

PROJECTORS, arc lamps, soundheads, 16&35mm portables, new spare parts. P. PIERUCCI, 23 Leroy St., New York, N. Y. 10014.

TOP PRICES PAID for soundheads, lamphouses, rectifiers, projectors, lenses and portable projectors. What have you? STAR CINEMA SUPPLY, 621 West 55th St., New York 10019.

NEW EQUIPMENT

MARVELOUS MASONITE MARQUEE LETTERS, interchangeable all makes. 4″-50c, 6″-65c, 8″-75c, 10″-90c, 12″-$1.05, 16″-$1.75, 17″-$2.00, 24″-$3.00. Non-sliding spring 10c additional. 10% discount 100 letters assorted or over $60.00 list. Free sample! S.O.S., 387 Park Ave., South, New York 10016.

BANISH TATTLETALE GRAY! Replace old screens with New Mattewhite, only 57c sq. ft.; Mattewhite Lenticular or Pearlglo, 89c sq. ft. S.OS., 387 Park Ave., South, New York 10016.

SPEAKER CONES

DRIVE-IN SPEAKERS RECONED 90¢ EACH. All weather resistant material. Write for free sample. C & M RECONE COMPANY, 11 Witherspoon Street, Princeton, New Jersey.

THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY, INC., 100 Taylor Street, Nashville 8, Tennessee.

SPECIALISTS IN REBUILDING CHAIRS. Best workmanship, reasonable prices. Have men, will travel. Rebuilt theatre chairs for sale. NEVA BURN PRODUCTS CORP., 262 South St., N. Y. C.

THEATRES FOR SALE OR LEASE

MODERN MOTION PICTURE THEATRE for sale or lease. Most all new equipment. 280 seat capacity. Located at Woodbine, Ky., three miles south of Corbin, Ky. Reasonable terms. Write A. O. PERKINS, Box 233, Woodbine, Ky.

WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION. E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you* are looking for a job . . . or IF you* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in theree consecutive issues and then dropped. If success does not crown an original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it. And it is completely FREE!

***A (WO) MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.**

HOUSTON, TEXAS desired by experienced manager 25 years in all phases of operations, including buying, booking, publicity, public relations and concessions. **BOX A811, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

MANAGER, 17 years experience, in Los Angeles area. Excellent references. Improve me financially, and I'll do the same for your theatre. Consider San Francisco, too. **BOX B811, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

EXPERIENCED MANAGER, small neighborhood theatre, resident Nassau or Suffolk counties preferred. Mature, reliable. Send resume **POZIN LIGHTSTONE ENTERPRISES, 1619 Broadway, New York City Suite 901.** (811)

AVAILABLE SEPT. 1ST. 20 years experience theatre management-supervision—key midwest cities, major circuit—small circuits in Florida and Illinois—ready to relocate—excellent references. **W. H. AHRENS, 819 Black Road, Joliet, Ill.** (811)

WANTED, projectionist-manager, permanent year round indoor position. Give all details in first letter and state salary expected. Write **Hal Lyon, Franklin, Va., or phone LO 2-4755.** (728)

EXPERIENCED MANAGER wanted for suburban N. Y. Nassau County Long Island Theatre, immediate employment. **BOX A84, c/o M. P. EXHIBITOR, 317 N. Broad St, Phila., Pa. 19107**

JOB WANTED as manager or assistant Los Angeles-Hollywood area. 28 years old, 12 years theatre experience. Moving to west coast. Reply **ALFRED SPYCHALSKI, 68 Lang St., Newark, N. J.** (811)

WANTED: Manager for Lansdale Theatre, Lansdale, Pa. Excellent opportunity for experienced house manager. Prefer one willing to locate in Lansdale. Contact **DAN KATLIN, Lansdale Theatre, Lansdale, Pa.** (811)

FULLY EXPERIENCED indoor-outdoor Florida Theatre Manager-supervisor available August. Flair for advertising-promotion-exploitation. Good worker anxious to please. Accept down to earth salary. **BOX B728, c/o M. P. EXHIBITOR, 319 N. Broad St., Phila., Pa. 19107.**

PRESENTLY EMPLOYED city manager first run deluxe drive-in & indoor. Fifteen years experience all phases. Family man, late thirties. Wish to relocate, midwest. Prefer booking-buying, adv't.-promo. **BOX A728, c/o M.P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

ADVERTISING & PROMOTION MAN. Highly qualified. Seeking position with small circuit. Could supervise operations of theatres along with advertising and promotion. Highest references, College grad. in business admin. presently employed. **BOX B84, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107**

Address all Correspondence to— ***The A—MAN Corner*** **Motion Picture Exhibitor**
317 N. Broad St., Phila., Pa. 19107

HANDY SUBSCRIPTION BLANK

Yes, start sending
MOTION PICTURE
EXHIBITOR

plus

Showmen's Trade Review

TO:

Name ....

Title ....

Address ....

....

....

....

◆ ◆ ◆

☐ Enclosed

☐ $2.00 for one year

☐ $3.50 for two years

☐ $5.00 for three years

(Outside Western Hemisphere)

☐ $5.00 one year

☐ $8.00 two years

☐ $11.00 three years

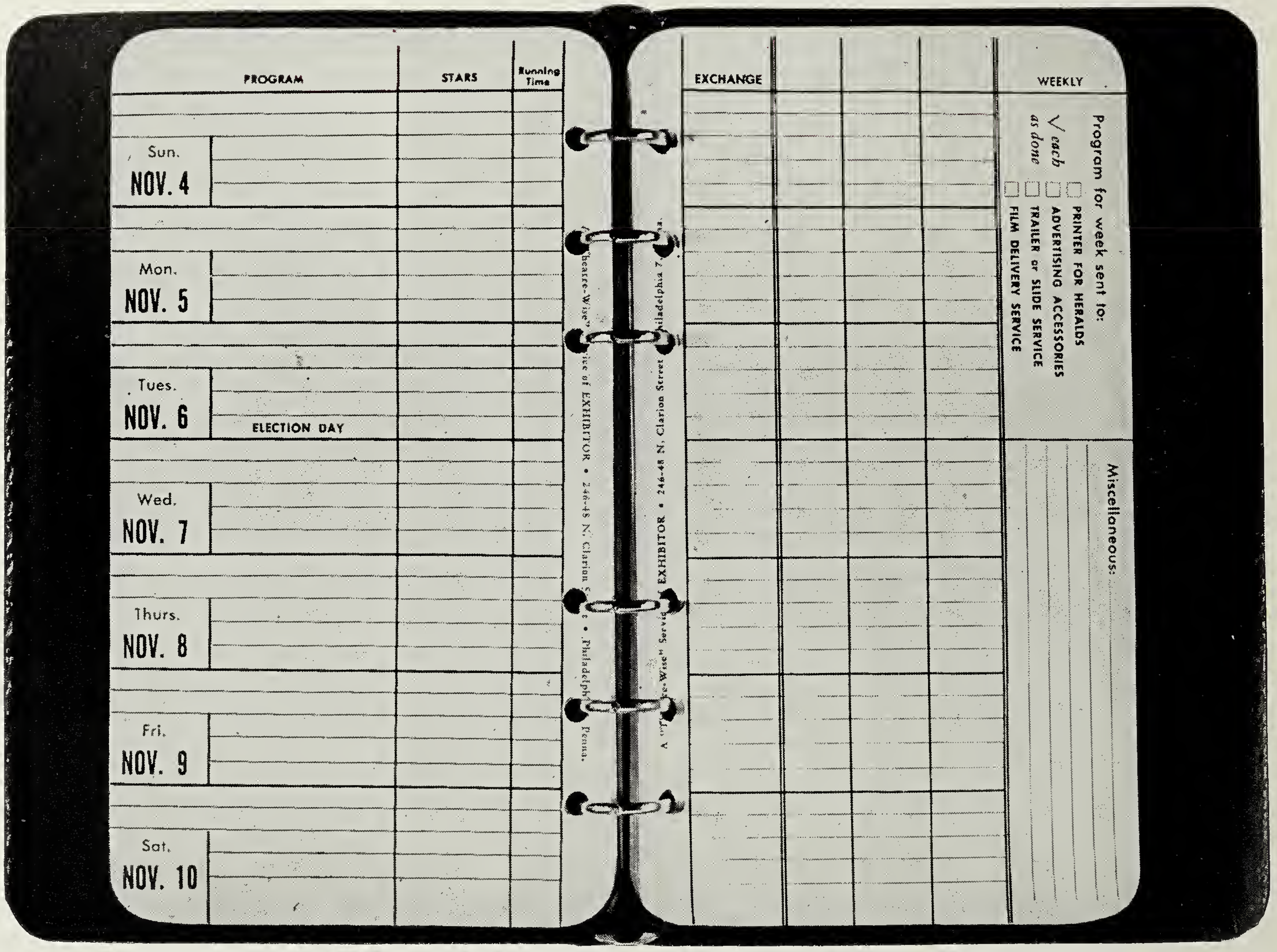
CLIP and MAIL TODAY TO
317 N. Broad St., Phila., Pa. 19107

ONLY A FEW LEFT...ORDER NOW!

The NEW 12 Month Set of Booking Sheets for the full fiscal year starting: JUNE 27, 1965

"Pocket-Size DATE BOOK"

Compiled into a full yearly set of dated sheets (120 pages) . . . Punched for a standard 6-ring binder . . . All holidays indicated . . . Ample space for clear records.



PROGRAM | STARS | Running Time

Sun. NOV. 4

Mon. NOV. 5

Tues. NOV. 6 ELECTION DAY

Wed. NOV. 7

Thurs. NOV. 8

Fri. NOV. 9

Sat. NOV. 10

A "Theatre-Wise" Service of EXHIBITOR • 246-48 N. Clarion Street • Philadelphia 7, Penna.

EXCHANGE | WEEKLY

Program for week sent to:

√ each as done

☐ PRINTER FOR HERALDS

☐ ADVERTISING ACCESSORIES

☐ TRAILER or SLIDE SERVICE

☐ FILM DELIVERY SERVICE

Miscellaneous:

The above illustration is reduced from the actual sheet size of 3¾x6¾ each. Note the flat working surface.

PRICE: $1.00 per yearly set of sheets, without binder
(Including Postage)

"Pocket-Size" BINDER

A black, flexible leatherette binder equipped with 6-rings and thumb-tip closure, designed to hold a one-year supply of "Pocket-Size" DATE BOOK FORMS. Has inside pocket for the safe-keeping of loose papers.

PRICE: $1.30

Large-Size DATE BOOK

Undated forms, 3 hole-punched (9 x 12 inches), excellent for office use and adaptable for more than one theatre booking!

PRICE: $.50 for 52 Pages

Large-Size BINDER

A big, stiff backed, imitation leather binder equipped with 3-ring holder designed for the large-size date-book forms and a full year of Pink Review Sections as published separately by M. P. EXHIBITOR.

PRICE: $1.50

FISCAL YEAR (July-June) "Pocket-Size" DATE BOOKS HAVE BEEN PRODUCED, WAREHOUSED, AND SOLD AT COST ONLY TO OUR SUBSCRIBERS AS A PLUS-SERVICE,

FOR OVER 16 YEARS!

Order Your Date-Book NOW! *If you are not presently receiving MOTION PICTURE EXHIBITOR, use order form on reverse side of page.*

MOTION PICTURE

EXHIBITOR

AUGUST 18, 1965 *Volume 74* *Number 4*

IN TWO SECTIONS · THIS IS SECTION ONE

New Censor Board Proposed In Pa.

(See Page 10)

Physical Theatre— Extra Profits Dept.

Prince Philip, Duke of Edinburgh, will undertake a 15-day trip to the United States and Canada in March on behalf of Variety Clubs International. See story on page 7.

ONE FOR THE ROAD . . . *see editorial—page 4*

Certified
Progress Report on
THE
PAWNBROKER

THE PAWNB

New York City	17th wee
Boston	8th wee
Baltimore	6th wee
Detroit	6th wee
Atlantic City	6th wee
Chicago	5th wee
San Francisco	2nd wee

DISTRIBUTED BY
THE LANDAU RELEASING ORGANIZATION
THROUGH ALLIED ARTISTS

LRO
THROUGH
ALLIED ARTISTS

KER

3 Theaters ... NOW 17 Theaters

FOR 13 WEEKS ... FOR AT LEAST 6 WEEKS

3 Theaters

2 Theaters

2 Theaters

1 Theater*

2 Theaters*

1 Theater

READY TO OPEN

PITTSBURGH
MILWAUKEE
DALLAS
CLEVELAND
PHILADELPHIA
WASHINGTON
ST. LOUIS

And check the summer resort grosses in Monticello, Liberty, Bethlehem, N. H., Hyannis, So. Fallsburg, Provincetown, Ellenville, Lakewood

*Engagement concluded

The Trade Paper Read by Choice—Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019, West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.: Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecoff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: $2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, $5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WAlnut 2-1860.

Member Audit Bureau of Circulations

MOTION PICTURE EXHIBITOR Plus... SHOWMEN'S TRADE REVIEW

VOLUME 74 • NO. 4 AUGUST 18, 1965 OUR 47th YEAR

PIE IN THE SKY

When it comes to presentation of motion pictures, the nation's airline companies are as competitive and distrustful of one another as a group of exhibitors in a cutthroat bidding situation.

While motion picture presentation in theatres has achieved a certain degree of standardization over the years, there is no such progress evident in the war of the airlines. The kind of equipment used for screenings presents a definite problem on airplanes. Some use projection techniques; some use television techniques. Every line insists it has the best system of presentation and backs up its boasts with huge ad campaigns —all designed to sell motion pictures.

The airlines are reported to pay $62.50 for each screening, and it is expected that airlines screenings will show about the same returns to the industry as television sales. Only the first class passengers on planes see the movies free. Economy class passengers pay a dollar, or no hearing aids are provided.

Airlines screenings present certain problems, and many of these are quite likely to hurt the theatre industry in the long run. Recently, we traveled on an airline and saw a "B" type picture which had not been screened for exhibitors and was not even listed by the distributor as a coming theatrical release. Imagine our surprise when we returned home within a week on a competing ariline and were shown the same picture again. Eventually, passengers subjected to such treatment in the name of entertainment will sour on movies generally.

One motion picture was rejected by an airline company because it had a fairly frank sex angle. However, as soon as the film opened in theatres to very big business, the airline rushed to show it. Understandably, films dealing with air crashes will be taboo for showings in the clouds.

It is certain that the rapid increase in the number of lines which show movies to passengers is going to have an effect on the motion picture industry as we know it. At the present time, no one can say with certainty just what that effect will be. More and more airlines are installing screening equipment, and movies are being shown on relatively short runs as well as on trans-continental and trans-oceanic flights.

Who knows? Maybe the future will find theatres bidding against airlines for motion pictures as well as against competing theatres.

The Walt Disney organization, it seems, is thinking along similar lines. They seem to be the only company not selling their product to the airlines. Walt Disney feels that an airplane is not the proper place to exhibit motion pictures. After all, not everybody will be interested in the movie, and traffic up and down the aisle or shades and lights being changed is not conducive to the enjoyment of any film. Also, of course, there is the added distraction of the hostess ascertaining whether it's scotch, rye, or bourbon.

ONE FOR THE ROAD

Stanley Kramer has never been afraid to say exactly what he thinks—both on the screen and in conversation. His films are bold in theme, and he is quick to tackle controversial subject matter. It comes as no surprise, therefore, when the producer-director of "SHIP OF FOOLS" is equally outspoken on other subjects of concern to the motion picture industry.

Recently, Kramer flatly stated that too many pictures were being released as roadshow attractions that would fare better if played off in a conventional manner. Exhibitors, we are certain, are in agreement with Kramer. The boxoffice, of course, is the final test of any motion picture, and results indicate that highly successful roadshows are the exception and not the rule. The public is far from simple minded. They will not pay roadshow prices for a feature that they know will be playing in theatres everywhere 60 days or so later at regular admission prices.

The roadshow theory was established originally as a releasing method designed to get the most out of truly outstanding and different films. Early roadshows—like the imported "CABIRIA" or D. W. Griffith's "BIRTH OF A NATION"—were presold in key towns first. When these runs expired, they were placed in surrounding towns at the same boxoffice admission price. Then they were taken out of release for at least a year. All companies treated their roadshows in this manner, and as a result, the public knew they were seeing something special.

Today, far too many films are classified as roadshows, and the boxoffice results prove how many errors have been made. A picture requires a great deal more than a huge production budget to qualify it as a road attraction.

When a roadshow appears starring the same personalities who are appearing simultaneously in other films at regular prices, a good deal of the glamour wears off. The solidly presold attractions that can capture the public imagination to the extent that filmgoers will accept the two-a-day playoff are few and far between. When a picture goes the roadshow route without justification, both the public and exhibition are being taken for a ride.

We went out on an editorial limb early in the game to commend Kramer's "SHIP OF FOOLS" as a great motion picture and a surefire boxoffice attraction. We congratulate this fine showman again for adopting a sensible releasing pattern for the film instead of sending it out at roadshow prices. It is our opinion that his decision will be vindicated at theatre boxoffices everywhere, and that's where it counts the most.

NEWS CAPSULES

FILM FAMILY ALBUM

Arrivals

Rotus Harvey, past international chief barker, Variety Clubs, and San Francisco circuit owner, became a grandfather for the third time.

Amanda Webster, a second daughter for **Bob and Patricia Webster**, was born in London. Webster is **Jack Goodlatte's** son-in-law and personal assistant at Associated British Cinemas, Ltd.

Gold Bands

Ronnie Elaine Aronson, daughter of **Mr. and Mrs. Bernard Aronson**, was married to **Henry Berinstein**, Syracuse, at the Plaza, N. Y. The bride's father is well known to the motion picture business.

Carol Weiner, secretary to **Herman Kass**, Universal's executive in charge of national exploitation, was married to **Arnold J. Hordish** at the Young Israel of Fifth Avenue Synagogue in N. Y.

Obituaries

Mrs. J. M. Cohen, 91, mother of **Wolfe Cohen**, president of Warner Bros. Pictures International Corp., died in Albany, Ga.

Norman J. Colquhoun, 68, who retired recently in Memphis after 38 years as manager of the Columbia film exchange, died in Methodist Hospital, Memphis. He started in the business in 1927.

Fred Glickman, son-in-law of **Ben Levine**, with the booking department of Seven-Arts TV, was fatally injured by a truck while working at Kennedy Airport, N. Y. He was 30 years of age and is survived by his wife, five brothers and a sister.

Pierce Heath Savin, 74, retired vice-president of Monogram Southern Pictures, died in a private hospital in Atlanta. He had lived in Atlanta since 1913 and retired from Monogram in 1957 after 43 years in the industry. He served as correspondent for several industry trade papers, including MOTION PICTURE EXHIBITOR. Savin is survived by his wife, **Julia**, a daughter, and a sister.

TOA Heard On Bidding

NEW YORK—Federal Judge Edmund J. Palmieri, U. S. District Court for Southern District of New York, granted the request of TOA to appear as amicus curiae at hearings on blind bidding which started yesterday (Aug. 17) in Los Angeles. Sumner Redstone, president, will represent TOA on Aug. 20. One issue of concern to TOA involves the possibility of favoritism shown to certain exhibitors in bidding situations.

CORRECTION

Last week, we erroneously identified Philadelphia exhibitor Al Davis, whose correct title is film buyer for the Fried Theatre Management Company. Theatres involved are the City Line Center, Suburban, Ardmore; and Anthony Wayne, Wayne, Pa.

FORMS FOR THIS PAGE CLOSED AT 5 P.M. ON MON., AUG. 16

Film Industry Advised To Sue Catholic Church

NEW YORK — "Sue the Catholic Church for restraint of trade." This is the advice given to the film industry by "a man who has been in the top rank of film makers for more than 30 years" in the September issue of Ramparts Magazine, Catholic lay publication, which was presented at a press conference by the magazine's executive editor, Warren Hinckle III.

Ramparts endorses this viewpoint, Hinckle said, pointing to its lead editorial, which states in part: "The director's proposal . . . would certainly help to clear the air, not only on the larger American scene but, significantly, within the Catholic community itself, where considerable apprehension exists over the ambiguities of Legion policy and activity."

Ramparts, in a poll published along with its feature article, "The Legion of Decency: What's Nude?," by Judy Stone, reveals opinions of Catholic clerics around the country, showing that they are at considerable odds with each other as to how the Legion's strictures should be interpreted by individual Catholic laymen.

Ramparts, Hinckle added, is opposed to censorship in all its forms, feeling that any subject is a fit topic for artistic treatment, provided it is handled within the bounds of intelligence and good taste.

Concerning motion pictures proper, Hinckle said that he thought the magazine would favor some classification system, such as that practiced in England.

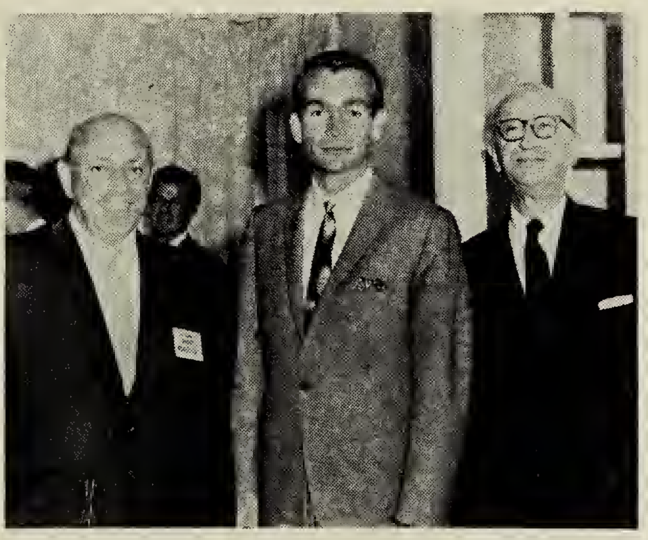
Miss Stone's article, covering interviews with Stanly Kramer, Otto Preminger, Joseph L. Mankiewicz, and other movie-makers, was largely triggered by the Legion's condemnation of "The Pawnbroker."

Opined Hinckle, "We think condemnation of a picture like 'The Pawnbroker' is wrong, and Ramparts feels the Legion should be sued for restraint of trade the next time they condemn a picture, which could settle the problem of censorship by religious organizations."

Paul Lazarus, Jr., executive of the Landau Company, distributors of "The Pawnbroker," stated that he knows of no plans at present for his company to institute suit against the Legion. Up until now, the picture has been doing well. He did admit that he knew of one parish priest who tried to get a local theatre not to book the film. The exhibitor refused to allow the Legion to dictate to members of his audience who are non-Catholic. Lazarus also admitted that his office has received some calls regarding the film because of the Legion rating.

Hinckle understands that negotiations are under way between the Legion and the Association of Motion Picture Producers to overhaul the system of classification and condemnation, with perhaps a system similar to the British one resulting. At any rate, he did not think that the Legion would be in existence three to five years from now.

He felt that the Catholic Church should not impose religious restrictions on motion pictures and that it doesn't make sense to condemn or censor films for adults.



Mort Magill, eastern district manager, Buena Vista Distributing Company, left, and Jay Emanuel, publisher, MOTION PICTURE EXHIBITOR, right, are seen with Dean Jones, star of Walt Disney's "That Darn Cat," at a recent industry meeting at the Warwick Hotel, Philadelphia.

BROADWAY GROSSES

Holdovers Maintain Pace

NEW YORK — Holdover engagements appeared steady, perhaps a bit off, following strong mid-summer sessions in previous weeks. Vacations and weather may have cut back biz, which is still strong in many cases.

According to the usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

"THE SANDPIPER" (MGM). Radio City Music Hall, with stage show, claimed $110,000 for Thursday through Sunday, with a fifth week stand of $187,000 likely.

"THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES" (20th-Fox). DeMille claimed a ninth week of $40,000.

"THE SOUND OF MUSIC" (20th-Fox). Rivoli reported a 24th week of $53,000.

"THE HALLELUJAH TRAIL" (UA). Loew's Capitol, on roadshow policy, reported a $17,000 seventh week.

"VON RYAN'S EXPRESS" (20th-Fox). Loew's State claimed an eighth week of $21,000.

"WHAT'S NEW PUSSYCAT?" (UA). Astor reported an eighth week of $17,000.

"SHIP OF FOOLS" (Columbia). Victoria, in the third week, reported a total of $35,000.

"THE GREATEST STORY EVER TOLD" (UA). Warner Cinerama claimed a 26th, reserved seat session of $21,800.

"MY FAIR LADY" (Warners). Criterion, with hard ticket policy, reported a 43rd week of $60,000.

"HARLOW" (Paramount). RKO Palace, for last six days of fourth session, reported $14,000. Theatre, now closed, will go legit in the fall.

L.A. Talks—Museum Hopes Fade

Bickering Blurs Future For Hollywood Archives; Site Now Parking Lot As Planners Procrastinate

By MARK GIBBONS

HOLLYWOOD—Nearly two years ago, spectacular ceremonies heralded the groundbreaking for the Hollywood Museum, a $6.5 million civic project that has been on the planning board for six years—and still remains in the unfinished blueprint stage. Since that hoopla-filled day of Oct. 20, 1963, nary one bucketful of cement has been poured nor a single foot of steel risen in its construction. Currently, the site is being graded and blacktopped to provide temporary auxiliary auto parking for adjacent Hollywood Bowl.

Few civic enterprises have so caught the interest of southern California and the nation in general as the proposed museum. For the first time, a center was to be built providing a living history of motion pictures, television and the allied electronics industries. However, the museum is still not built, still not financed, and is at an impasse and almost surely headed for further troubles if not outright collapse unless realistic decisions are soon reached.

It is quite understandable that motion picture industry leaders, as well as civic government officials are taking a hard look at what progress, or rather lack of same, has been accomplished to date. Recently, the Los Angeles County Board of Supervisors voted unanimously to continue the "Freeze" imposed last December on county financing of the museum after $1,271,554 in taxpayers' money was spent. Because of the freeze, County Auditor-Controller Roscoe Hollinger is holding $36,661.13 in claims for rent, telephone, and other bills, including $18,112.96 in employee salaries. His report to the supervisors showed the county already has made salary payments totaling $78,952 to 11 county employees, mostly stenographers, and a $148,949.09 reimbursement to the museum for its own employees' salaries ($94,123.17) and other expenses.

The Hollinger report also showed the county paid $3,961.13 in traveling expenses in 1962-64. Of this sum, $2,474.19 was paid to Sol Lesser, veteran movie magnate and museum president of the non-profit corporation, for five trips to New York, Chicago, and Washington.

On the heels of the Hollinger report, Supervisor Kenneth Hahn demanded an audit on expenditures of funds donated privately to the museum. Hahn has been a consistent foe and critic of Lesser's stewardship of the project.

"I believe the public money was squanderd on this project," Hahn said, "although the county auditor informs me there was no illegal misappropriation of public funds."

The museum's advisory council promptly refused to permit a county audit of private expenditures. Hahn called a press conference and trumpeted:

"The council has a legal right not to show its books, but this is the first time any agency has ever refused to open its books to county auditors."

ABOUT THE AUTHOR • Veteran reporter MARK GIBBONS has devoted months of research and interviews concerning the impasse into which the highly-publicized, highly-criticized proposed Hollywood Museum has become mired. In this series of articles he has preserved his reporter's objectivity and chronicled both sides of the raging controversy out in Hollywood. How do the nation's exhibitors feel about the museum project? Should it become a reality, and if so, who should pick up the tab? We invite comment, both pro and con. Send your ideas to the editor, MOTION PICTURE EXHIBITOR, 317 North Broad Street, Philadelphia, Pa. 19107.

To which the 75-year-old Sol Lesser riposted:

"All museum accounts have been audited by Price Waterhouse and Co." (the certified public accountants who tally and verify the votes each year in the Academy Awards.) These reports were all filed with the county."

But Hahn was adamant in his demand for a "comprehensive" audit. Lesser said:

"With Supervisor Hahn's expressed antagonism to the Hollywood Museum in mind, the museum advisory council did not see fit to honor his individual request for still another audit. Should the Board of Supervisors as a whole make such a request, the subject would be reopened immediately."

The board made no such request.

Hahn got in the last word by asserting "that so long as such an attitude continues," he won't vote another dime for the museum project.

"The taxpayers have a right to know where not only their money was spent but also where money raised in the name of the county for this project was spent," Hahn added.

Supervisor Ernest E. Debs, in whose political district the museum is to be built, said he is convinced the advisory council has nothing to hide.

Supervisor Frank G. Bonelli, whose empathy for Sol Lesser and his organization of non-salaried enthusiasts is an open secret, sadly told MOTION PICTURE EXHIBITOR:

"The museum backers are fighting for its

(Continued on page 13)

ELIZABETH RICHARD EVA MARIE
TAYLOR BURTON SAINT

Russell Downing, president, Radio City Music Hall, New York, recently accepted a Will Rogers Hospital lobby plaque from Ned Depinet, Will Rogers president, and it became the first theatre to post the plaque.

Arthur Knight To Teach U.S.C. Film Study Course

LOS ANGELES—The University of Southern California will be the first university in the country to offer a film study course as a general education requirement for any student working towards a Bachelor of Arts degree.

USC's Department of Cinema, oldest cinema department in the United States, will give the course beginning in September as an introduction to the historical study of motion pictures.

The course, "introduction to Film: Cinema 190," studies various kinds of film classics and their relationship to society.

Arthur Knight, critic for the Saturday Review and full professor at USC, will instruct the class.

Educator, author-critic and curator of the Hollywood Museum, Knight has written "The Liveliest Art," his best known work, first published in 1957 and honored in 1963 as one of the few books included in the White House Library.

Co-critic with Hollis Alpert of Saturday Review's movie column, the USC Cinema professor has published his views and reviews in Dance, Playboy, Theatre Arts, and many other magazines.

Prof. Knight is also a regular contributor to the Encyclopedia Britannica and Collier's Encyclopedia.

He joined the Museum of Modern Art Film Library as assistant curator in 1939. His next chance to be a critic came as a result of wounds suffered as an infantryman during the Italian campaign, when he was assigned duty with the Army's Peninsular Base Section.

He returned to the Museum following the war and simultaneously acted as a film consultant to CBS-Color Television's "Omnibus," "Odyssey," "Seven Lively Arts," and taught film courses at the City College of New York for the next few years.

Before coming to the University of Southern California, Knight also taught at the New School for Social Research, Hunter College, and Columbia University.

NGC Acquisition Opposed

NEW YORK—Judge Edmund L. Palmieri in Federal Court reserved decision on the request of National General Corporation to acquire four new theatres after arguments were heard in opposition to each of the proposed acquisitions.

The applications were for a 950-seater in the Town and Country Shopping Center in San Jose, Cal.; a new 1,100 seat house in Denver; a hard-top at Menlo Park, N.J.; and the acquisition of a 950-seater in the Chris-Town Shopping Center in Phoenix.

Pay-TV Expansion Eyed

NEW YORK—John B. Poor, president, RKO General, operator, Hartford pay-tv station, revealed that the company had taken options on the use of Zenith Phonevision equipment in five other cities, New York, New Haven, Philadelphia, Washington, and San Francisco.

Exercise of the options, the company said, is dependent upon further results of the Hartford operation, as well as upon authorization of additional pay-tv operations by the Federal Communications Commission.

British More Welcome In U.S. Says Carreras

LONDON—"It is exciting to be British in America these days," Jim Carreras proclaimed on returning from a strenuous three week trip covering Hammer Film and Variety Club business. He recalled that once American film men were friendly and polite, but could not care less about British pictures. The phenomenal success of "She," the clamor for James Bond and The Beatles—"they just can't wait for their next picture"—and the sensational opening of "Darling" have changed the atmosphere entirely. Now he reports real interest in everything that he is doing.

While in New York, he arranged for his first for 20th-Fox, "The Nanny," starring Bette Davis, to go on release in November, to be followed by further Hammer programs in the New Year. He also finalised details of a production lineup which will cover an 18 month release period. September will see the start of Hammer's most expensive production, "Two Million Years BC" (Gawd help us. It's astronomical!" he quipped), with Don Chaffey directing and Ray Harryhausen handling special effects. 20th-Fox's new discovery Raquel Welch will star. This will be followed by "Prehistoric Women"; "The Devil's Own," starring Joan Fontaine; "The Viking Queen"; "She-Goddess of Love"; and a double horror program. All are being produced in association with Seven Arts at the ABPC Elstree Studios for release in the UK by Warner Pathe and 20th-Fox elsewhere. Additionally, Carreras is talking to Columbia, to whom he has delivered 27 pictures over the years, about further subjects. Hammer has now produced for every major American distributor.

Embassy Sells 50 To NBC

NEW YORK—It was learned that Embassy Pictures had closed a deal with the NBC owned Stations Division for 50 features, some of them not yet completed. None of the films will be shown on tv until after they have had full theatrical release, and some will not be delivered to NBC until 1969.

The purchase price was believed to be $3,650,000, and the purchases are for NBC's five owned tv stations in New York, Washington, Cleveland, Chicago, and Los Angeles, with indications being that Embassy expects to realize at least another $9 million from syndication in the more than 100 top market areas not covered by the NBC stations.

Films included in the deal are "Yesterday, Today and Tomorrow," "Boccacio '70," "Fellini's 8½," "The Easy Life," "The Conjugal Bed," "No Love For Jonnie," "Threepenny Opera," "Marriage - Italian Style," and "Dingaka."

No "Panther" Shortage

HOLLYWOOD—More than a year's schedule of the new Pink Panther cartoons (a lucky 13 to be exact) has completed production and editing, it was announced by the producers of the Academy Award-winning animated short subjects, Mirisch Films, Blake Edwards' Geoffrey Productions, and DePatie-Freleng Enterprises.

In addition to "The Pink Phink," first in the series and winner of the 1964 Oscar for Best Animated Short Subject, the ready-for-release titles are "Pink Pajamas," "We Give Pink Stamps," "Dial 'P' For Pink," "Sink Pink," "Pickled Pink," "Pink Ice," "Shocking Pink," "Pinkfinger," "The Pink Tail Fly," "Reel Pink," "An Ounce of Pink," and "Pink Panzer."

Prince Philip's Visit Excites U.S., Interest In Variety Efforts Soars

Seen at a recent Toronto meeting to discuss plans for Prince Philip's forthcoming U. S. and Canadian tour at the invitation of Variety International were, left to right, Col. W. Heald, representative of Prince Philip; Jack Fitzgibbons, second assistant chief barker; and James Carreras, chief barker, Variety Clubs International.

LONDON—"The most wonderful thing that has happened to Variety since they found the child" is international chief barker Jim Carreras' summing up of Prince Philip, Duke of Edinburgh's 15 day trip to North America as guest of the Variety Clubs.

All major film companies will be represented on the advisory committee, and His Royal Highness, who will be accompanied by Carreras and the VCI hierarchy, will visit at least one Hollywood studio while in California and take part in the special CBS telecast which Bing Crosby is to organize.

Carreras reports that HRH's time will be shared with the British-American Chamber of Trades, whose members are supporting the Variety Club in every manner, and that the overall reaction is far more exciting than ever expected.

Top prices are being asked for the dinners which The Duke will attend in Miami, New York, and elsewhere, and the demand for tickets is phenomenal.

Carreras reports that VC Sunshine Coaches are to be handed over to Cardinal Cushing in Boston and Cardinal Spellman in New York. The first lady, Mrs. Lady Bird Johnson will receive one in Washington in October. All functions for the 1966 convention in London, which have been budgeted at $365,000, have now been sponsored, and 600 of the 750 registrations allotted to American barkers have been received with the necessary dollar remittances.

Carreras will be visiting America in October for the VCI mid-winter meet in Los Angeles and the TOA convention in December and March.

MCA Reports Record Six Months Earnings

UNIVERSAL CITY, CALIF.—Jules C. Stein, chairman of the board of MCA, Inc., announced the highest first six months earnings in the history of MCA, Inc.

The unaudited consolidated net income for the six months ending June 30 was $8,322,000, and after preferred dividends, amounted to $1.70 per share on the 4,680,620 outstanding shares of common stock.

For the corresponding six month period of 1964, consolidated net income was $7,863,000, and after preferred dividends, was equal to $1.60 per share on the 4,566,120 outstanding shares of common stock.

The above figures include the company's interest in the reported consolidated net income of Decca Records, Inc., for the respective six month periods.

Obscenity Case Continued

HARTFORD—The cases of two men arrested by State Police in connection with showing of Audubon Pictures' "The 'D' Girls" at the suburban Berlin Drive-In was continued in Circuit Court.

Brooks LeWitt, manager, and Howard E. Williams, projectionist, were charged with injury or risk of injury to children and giving an immoral exhibition. Each was released on $300 bond.

The arrests were made after State Police Inspector Edward J. Sterniak and Tropper Joseph J. Letitia viewed the film. The duo described the attraction was one of the most obscene they had ever seen.

New Post For Harris

BEVERLY HILLS, CALIF.—E. D. Harris, former manager at the Beverly Canon Theatre and promotion manager of the Herbert Rosener Theatres in southern California, has been assigned by film distributor Herbert Bregstein and Sydney Linden, of the Rosener Circuit, to do the special promotion and group sales for the Janus Films release, "China" and "Peking Symphony Orchestra," which premiered at the Beverly Canon.

Academy Committees Set

HOLLYWOOD—Three more special committees have been organized by the Academy of Motion Picture Arts and Sciences, bringing to 12 the number of committees announced to date by Arthur Freed, president.

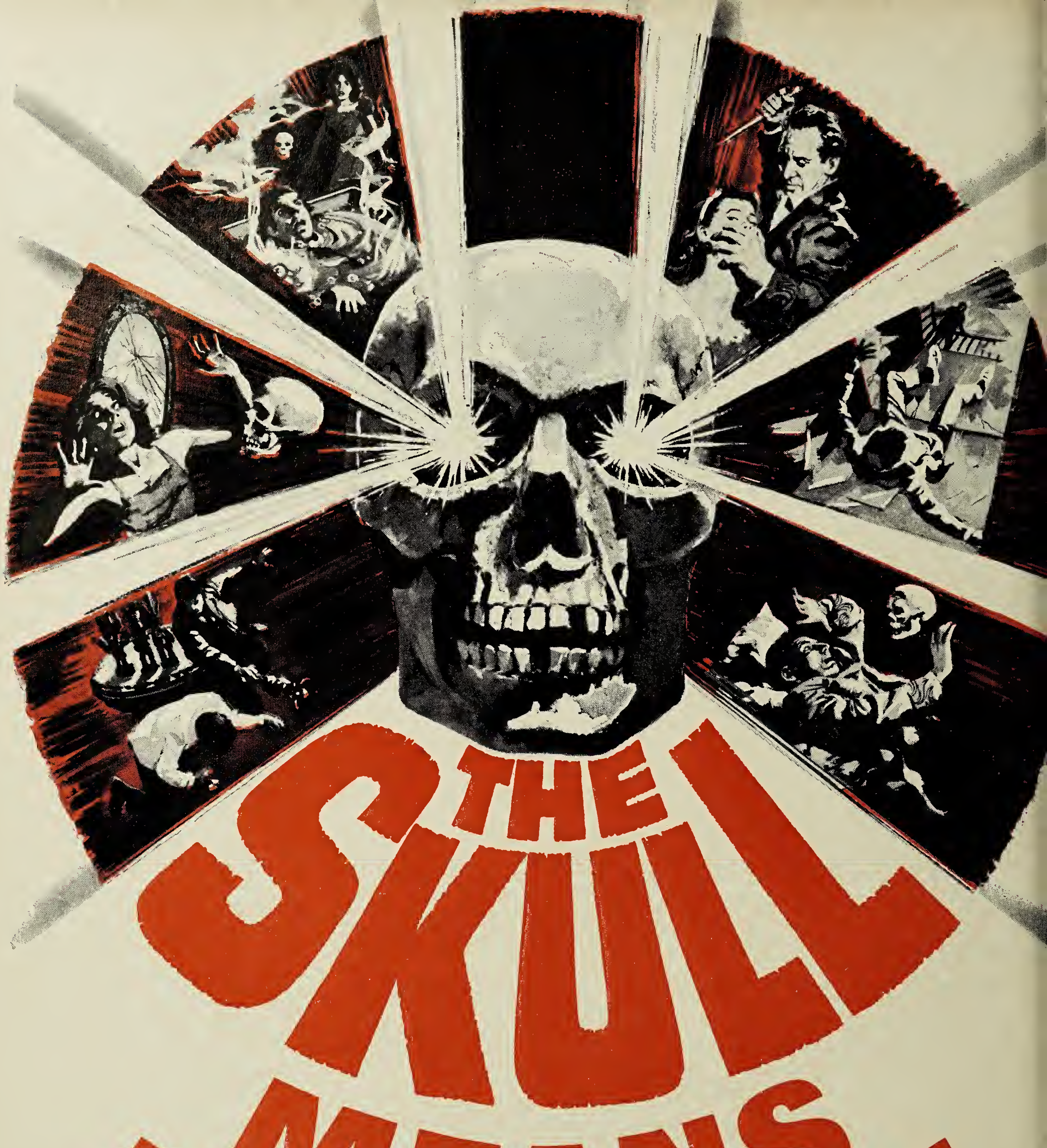
The committees and their membership are:

Art Direction Awards Rules Committee—Alexander Golitzen and Emile Kuri, co-chairmen; Edgar Preston Ames, Lloyd H. Bumstead, Samuel M. Comer, Marvin Aubrey Davis, Henry W. Grace, Arthur Lonergan, John Mansbridge.

Documentary Awards Committee—Norman Corwin, chairman; Joseph Ansen, Curtis Bernhardt, True Boardman, McClure Capps, Robert Cohn, Hal Elias, Sy Gomberg, Lou Greenspan, Laura Kerr, Jack Kinney, Walter Reisch, Francis Richardson, Allen Rivkin, Leo S. Rosencrans, Geoffrey M. Shurlock, Sidney P. Solow, Harry Tytle, Robert M. W. Vogel, Adrian Woolery.

Scientific or Technical Awards Committee—Waldon O. Watson, chairman; John O. Aalberg, Walter Beyer, LeRoy Dearing, Bruce Denney, Farciot Edouart, Ferdinand L. Eich, Glenn Farr, Jack P. Foreman, Sol Halprin, Wilton R. Holm, William W. Hornbeck, G. Carleton Hunt, Ub Iwerks, Hal Mohr, James C. Pratt, Charles Rice, Gordon E. Sawyer, Vaughn C. Shaner, Sidney P. Solow, Richard Vetter, Byron Vreeland, William L. Widmayer.

Freed reported that Edgar Preston Ames and Clarke H. Wales have been added to the Foreign Language Film Award Committee, announced earlier.


THE
SKULL
MEANS
BUSINESS!

WATCH THE MASTER HAND OF PARAMOUNT ADVERTISING-PUBLICITY-EXPLOITATION TURN THE SKELETON KEY TO UNLOCK BIG BOX-OFFICE POTENTIAL FOR THIS SEPTEMBER RELEASE!

SKULL STOPPERS

EXHIBITOR SKULL SESSIONS
et-togethers with exploitation teams to
lan details of these dollar driving ideas!

SKULL RINGS
by-eyed, silver-colored Skull rings. Ideal,
inexpensive local kid promos.

SKULL SHOCKTAIL PARTY
al TV and press personalities at Bloodless
ary (plain tomato juice) Shocktail Party.

SKULL-A-RAMA
A midnight to dawn showing. All night DJ
rograms from lobby, patron interviews.

SKULL SCAVENGER HUNT
ues to hidden Skull given through tie-ins
with local radio station or newspaper.

LOBBY FRIGHT SPECTACLES
ine chilling recordings. Horror displays.

ADVERTISING SPECIALS
Terrorific TV and Radio spots. Unique
newspaper ads and posters.

THE SKULL STOMP
ntroducing the new bone-rattling dance
craze, The Skull Stomp.

SKULL PAPERBACK
ramid Books publishes the terrifying tale
THE SKULL, including stills from the film.

DAY-GLO COLOR CLINCHERS
ocking 40 x 60 poster and 4 color Herald
printed in Vibrant Day-Glo.

ARAMOUNT PICTURES presents "THE SKULL" starring
ETER CUSHING • PATRICK WYMARK • Guest star:
HRISTOPHER LEE • Produced by MILTON SUBOTSKY
nd MAX J. ROSENBERG • Directed by FREDDIE FRANCIS
creenplay by MILTON SUBOTSKY • Based on a story
y ROBERT BLOCH • TECHNICOLOR®
ECHNISCOPE® • An AMICUS Production

A PARAMOUNT RELEASE

If You Have Answers, Here's Lots Of Questions

DETROIT—Any theatreman who feels kindly disposed to a midwestern man considering building a theatre may secure his name from Milton H. London. The would-be investor wrote the executive secretary of National Allied, also president Michigan Allied asking the answers to the following easy questions:

Equipment and maintenance costs? Film leasing agreements and costs? A breakdown analysis of 'load factor' (related to theatre capacity)? Average revenues, costs, profits related to geographic location, intra-city locations, theatre type concession vs. exhibition, etc." (Whatever that "vs" may mean.)

And, in conclusion, he wrote "In short, everything and anything that you might be able to provide that would enable me to: (a) decide whether the investment opportunity represented by motion picture exhibiting is an attractive one and (b) if so, how might it best be financed and implemented."

London replied he couldn't take the sabbatical year needed to write the dozen books which would be required to answer the questions. Instead, he suggested a modest beginning of getting into show business with experienced people to learn exhibition, and to bring a sensitive ear to the next Allied convention in Pittsburgh come October.

As stated, London will be happy to give the name and address to any charitable exhibitor. However, we suspect most would like to secure an authoritative blueprint of the answers themselves.

Simon To Script "Barefoot"

NEW YORK—Neil Simon has been signed to write the screen adaptation of his hit Broadway comedy, "Barefoot In The Park," which will be produced by Hal Wallis for Paramount Pictures.

The stage success, now in its second year, has been playing to capacity audiences since it opened to unanimous rave reviews from the New York drama critics.

The assignment marks the first time that Simon will adapt his own work for presentation as a motion picture. The noted author is represented on Broadway this season with "Barefoot In The Park" and "The Odd Couple," the screen version of which will also be produced by Paramount.

Simon's previous association with the motion picture company was with his hit show, "Come Blow Your Horn," starring Frank Sinatra.

Film Boosts Tex. Tourism

AUSTIN, TEX.—"Texas-Land of Contrast," 30 minute travel promotion film, was premiered here by the Texas Highway Department.

It is the first film of its type produced entirely by a state agency and is an attempt to stimulate tourist travel. The film will be available after Sept. 1 on a loan basis to service clubs, chambers of commerce, and similar organizations. The film will also be made available to television stations throughout the state.

ABC Ups Dividend

NEW YORK—Leonard H. Goldenson, president of American Broadcasting Companies, Inc., announced that the board of directors increased the regular quarterly cash dividend to 40 cents a share. The previous regular quarterly dividend was 35 cents a share. The dividend is payable on Sept. 15 to holders of record on Aug. 20.

Censorship Rears Head In Penna. As Legislators Propose New Bill

PHILADELPHIA—City District Attorney James C. Crumlish proposed a meeting with responsible elements of the motion picture industry to discuss methods of dealing with fringe operators who handle objectionable films here at a public hearing held by members of the State Legislature's House Judiciary Committee on proposed legislation to create a new Motion Picture Preview Board in Pennsylvania.

Crumlish, who originally proposed the bill, said law enforcement agencies need the kind of guidelines that such a board would provide to move effectively against objectionable films in the light of recent Supreme Court decisions.

The district attorney emphasized that the great majority of theatre operators were blameless. In Philadelphia, he said, three to six theatres comprise the bulk of the problem, and his department has found it necessary to take legal action against about one picture a year. The credit for this situation, he added, could be given to the vigilant attitude of law enforcement officials in this area.

He stressed the need to gain the cooperation of the industry, and proposed a meeting between legislators, law enforcement officals, and motion picture industry executives in an effort to draft the best possible bill.

Other witnesses before the committee were more general in their criticism of motion pictures. Rev. Thomas Welsh, speaking for the area's Catholic population; Rabbi Morris Dembowitz, Temple B'nai Aaron; Rev. W. Carter Merbreier, Messiah Lutheran Church; and lay representatives of parent-teacher groups and the Citizens for Decent Literature all appeared in support of the proposed bill. All saw a direct connection between "obscenity" on the screen and the rise in crime and juvenile delinquency.

Also speaking in favor of the bill were Rep. Sarah Anderson (D., Phila.), who urged more energetic enforcement of existing anti-obscenity laws as well; Police Chief Gerald Monahan, Allentown, who said police action against objectionable films was hamstrung without legal guidelines; Judge Joseph Sloane, who thought the bill was necessary because there must be certain limitations on free expression; and State Supreme Court Justice Michael Musmanno, who denied that the bill was censorship.

Only spokesman against the measure was Julian Goldberg, counsel for the American Civil Liberties Union. Goldberg denounced the bill as a "substantial and unwarranted restriction on freedom of expression," and warned against creation of an "official bureaucracy" composed of non-lawyers to pass judgment on obscenity, a matter which must be determined, he said, "not only by a jury but by the courts at each level of appeal."

Goldberg predicted that a citizens' board of censors would be tempted to harass distributors by initiating frivolous injunctive proceedings, and argued that the task of seeking obscenity injunctions belonged properly with district attorneys operating under existing laws. The ACLU, he said, regards protection under the First Amendment as "almost absolute." Constitutional rights must not be sacrificed "unless there is a clear and present danger that the expression will produce anti-social consequences."

The bill, which its proponents insist is not censorship, provides for appointment of a three-member board by the Governor. The board would have the power to preview any film set for showing in Pennsylvania and exhibitors would have to give notice at least 72 hours before a film's opening. If the board viewed the film and found it objectionable, it would seek an immediate court injunction to obtain a legal ruling on whether or not the film was "obscene."

Under the bill, the court would have to render its decision within five days, which Goldberg called totally unenforceable and vague. He also objected to the fact that no qualifications for the members of the review board are spelled out in the bill, which stipulates only that the chairman will receive $5,500 per year and the other members $5,000. The bill also states that the board shall locate its offices "throughout the Commonwealth," a phrase which Goldberg also called far too vague. He regarded it as an invitation to political manipulation.

The bill provides penalties for violation, including fines of not less than $500 or more than $1,000, or imprisonment not exceeding six months, or both. The act exempts films shown by religious societies, schools, fraternal organizations, libraries, museums, etc. Some of the bill's supporters questioned this exemption.

Members of the Judiciary Comittee attending the hearing included Rep. Fred J. Shupnik (D., Luzerne), chairman; Majority Whip Herbert Fineman (D., Phila.), main proponent of the bill; Rep. Joseph G. Sullivan (D., Phila.), vice-chairman; Rep. Matthew W. Ryan (R., Del); Rep. Bernard O'Brien (D., Luz.); Rep. Robert Butera (R., Montgomery); Rep. Allan W. Holman, Jr. (R., Perry); Rep. James P. Ritter (D., Lehigh); Rep. H. Joseph Hepford (R., Dauphin); and Rep. Warren H. Spencer (R., Tioga).

Another hearing is planned shortly in Harrisburg. The motion picture industry, conspicuous by its absence at the Philadelphia hearing, may have a spokesman present at that time.

The WILL ROGERS HONOR ROLL of CIRCUITS

Hecht, Monessen, H. B. Meiselman, Decar, Fabian, Trans-Texas, Kerasotes, Tri-States, Cinema Circuit, Paramount Gulf, General Cinema, Selected, Skirball, General Theatres, Broumas, Armstrong, Co-operative, Reinhardt, Y & W, Redstone, Kallet, Iselin, Empire Cinema, Upstate, Ellis, Associated, Brecher, Ventnor & Weiland, Pearlman & Kaufman, Community Theatres, B. S. Moss, Walter Reade-Sterling, Rugoff, Acme, Sylvan Leff, Thornton, Stanley Warner, Skouras, United Artists, Randforce, Florida States, Chakeres, Prudential of N. Y., R.K.O., Rowley, Schine, Brotman & Sherman, John C. Bolte, Brandt, Matson, Loew's, Milgrim, Wilson, Chertcoff.

Embassy Schedules Eight For Release Sept.-Dec.

NEW YORK—Embassy Pictures will release eight features during September through December, it was announced by D. J. Edele, vice-president and general sales manager.

In September, Embassy will distribute "The Little Nuns," a comedy starring Catherine Spaak and Sylva Koscina, and "Darling," starring Laurence Harvey, Dirk Bogarde, and Julie Christie. The latter film, which already has opened in selected spots to record grosses and brilliant reviews, is scheduled for wide national release in late September.

Embassy has slated four films for October release: "Git!," a family adventure story in color, starring Jack Chaplain and Heather North, produced and directed by Ellis Kadison; "Village of the Giants," produced and directed by Bert I. Gordon in color, starring Tommy Kirk, Johnny Crawford and Ronny Howard, and aimed at the teenagers and young adults; plus two attractions for the children's market, "Secret of Magic Island" and "Santa Claus Conquers the Martians."

In November, Embassy will release the English-language version of Joseph E. Levine's "Casanova '70" throughout the domestic general market. Filmed in wide-screen and color, the Carlo Ponti production stars Marcello Mastroianni and Virna Lisi, and co-stars Michele Mercier, Marisa Mell, Enrico Maria Salerno, Beba Loncar, and Marco Ferreri.

The company's December release, during Christmas time, will be Joseph E. Levine's "The Tenth Victim," starring Marcello Mastroianni, Ursula Andress, and Elsa Martinelli. Being filmed in color in Rome and New York, the comedy-adventure thriller is being produced by Ponti and directed by Elio Petri.

Sinatra Takes To Sky

BURBANK, CALIF.—In what promises to be a long-range development program, Sinatra Enterprises has formed a wholly-owned aviation subsidiary of special interest to motion picture and television production companies as well as other firms needing the services of a charter air company.

The all-jet charter service, named Cal-Jet Airways, Inc., is currently operating out of the Lockheed Air Terminal in Burbank and is presently using the following jet equipment:

A six-passenger Lear Jet airliner, an Alouette five-place helicopter, and a three-passenger French jet, a Morane Saulnier. Under order is another six-passenger Lear Jet. More planes and helicopters will be added to the jet charter service as it expands.

Emerson Acquires Four

LOS ANGELES—Emerson Film Enterprises, Inc. has acquired four pictures of international scope for release in the United States. The list includes "Seven Against the Sun," filmed in Technicolor and made in Australia; "Make Like A Thief," filmed in Finland in Technicolor, starring Richard Long; "Three Swords for Rome," filmed in Italy; and "Saturday Night in Apple Valley," starring Mimi Hines, Phil Ford, Cliff Arquette, and produced and directed by John Myhers.

Kefalas To Sell "Zhivago"

NEW YORK—Tom Kefalas has been named MGM director of group sales here for David Lean's film of Boris Pasternak's "Doctor Zhivago," it was announced by Morris E. Lefko, MGM vice-president and general sales manager, and Mel Maron, MGM roadshow manager.

MGM "Miss She" Contest Set Circuit-Wide For Skouras

NEW YORK — The avid competition between exhibitors in the $10,000 promotional contest for the Metro-Goldwyn-Mayer-Seven Arts Production of "She" gained further momentum when Salah M. Hassanein, president, Skouras Theatres, revealed an elaborate plan geared to capture the $5,000 first place winnings.

Hassanein's proposal calls for a circuit-wide "Miss She" contest for which the girl will be selected who most resembles star Ursula Andress, both physically and in costume as she is in her role of the eternal temptress. The search to find "Miss She" will be conducted by every theatre of the Skouras chain in Manhattan, Queens, Nassau, Rockland and Westchester Counties and New Jersey that will play the adventure spectacular

Each participating theatre will publicize the contest locally through underlines, newspaper ads, advertising in local papers, 40 x 60's and trailers. Three contestants from each house will appear on the stage of the Academy of Music in Manhattan on opening day, September 1, where the winner will be selected by judges from East Side News, The Villager and The Chelsea News.

Hearst Newsreels will be on hand to take films of the finals. Each theatre will announce this in its trailers and posters, and make note of the fact that photographs of "Miss She" will be sent to MGM Studios for screening. However, no guarantee will be made that the winner will receive a part in a forthcoming MGM picture. Entries for the contest will close one week prior, to the opening date.

Hassanein's promotional campaign is the latest entry in the "She" contest—believed to be the biggest money exhibitor offer in the history of the motion picture business. In addition, to the $5,000 first prize, exhibitors are also eligible for a $2,000 second prize, third prize of $1,000 and 20 fourth prizes of $100 each.

Response to the contest has been very impressive to date. Officials at MGM and Seven Arts have reported a "deluge of entries" from exhibitors around the country who have already played the Hammer Production. Final entries for the contest must be postmarked no later than December 31, 1965.

Scrapbooks submitted to date have contained such imaginative ideas and gimmicks as a "Miss She" Beauty Contest, a "Color Her She" coloring book for youngsters, "She Scent Perfume," displays with 3-dimensional optical effects, eternal life formulas, etc.

New D. C. Obscenity Bill Cleared For Senate Vote

WASHINGTON, D. C.—The Senate District Committee has cleared for debate on the floor the District of Columbia omnibus crime bill which never came to a vote in the Senate last year. Tightening of the District anti-obscenity laws is a purpose of one section of the bill. One of the changes is to state officially for the first time that motion pictures, phonograph records, and certain other objects are to be controlled in this fashion, but it is considerably milder than a section which has already passed the House.

If the Senate passes the measure, a Senate-House conference will decide which anti-obscenity regulations will be adopted.

Landau, Unger, Goldman Combine Individual Operations In One Firm

NEW YORK—A new force in the motion picture and broadcasting industries was brought into being with the announcement that Ely Landau, Oliver A. Unger, and Harold Goldman will consolidate their present individual operations into a single corporate entity. The new association which becomes effective immediately re-establishes a 10 year relationship between Landau, Unger, and Goldman during which time they founded and built National Telefilm Associates (NTA) into a major television distribution company and operator of broadcasting stations in the United States. The new company will make its headquarters in the Time and Life Building, with offices in Los Angeles and London.

Landau, Unger, and Goldman explained that their new company will function primarily as a world-wide creative motion picture and broadcast production and marketing organization. The new company will have 23 films in distribution for the 1965-66 season.

Foreign distribution deals have been set for various territories and include associations with 20th Century-Fox, Warner-Pathe, British Lion, Peliculas Mexicanas, and Constantine Films (Germany).

In answering a number of questions raised in the trade as to some of the immediate ramifications of the new deal, the following points were established:

The new organization will own and control the equities of its three principals in all of their past, present ,and future production and sales activities.

Existing distribution arrangements of The Landau Company and Unger Productions, Inc., will remain unchanged. The Landau Releasing Organization's deal with Allied Artists will continue without interruption; four pictures—"The Pawnbroker," "The Fool Killer," "The Servant" and "Umbrellas Of Cherbourg" — are currently in active distribution.

Five more pictures—"The Secret Agents," "The Girl Getters," "The Teenager," "King And County" and "Life Upside Down"—will be put into release before the end of the year.

Six pictures produced by Unger — "The Face Of Dr. Fu Manchu," "Ten Little Indians," "24 Hours To Kill," "Mozambique," "Coast Of Skeletons" and "Sandy"—will all be distributed in the U.S. as scheduled by Seven Arts Associated Corp.

Fourteen color action pictures owned by Harold Goldman Associates, Inc., never before released to television, will be distributed through the new television department headed by Goldman within the new organization.

Future productions originally scheduled by Landau and Unger individually will go forward without delay but will be controlled by the new merged operation. This includes The Landau Company's version of Carson McCuller's "The Heart Is A Lonely Hunter" and Pat Frank's "Forbidden Area," as well as Unger's "Battle Royal" and "Cervantes." All four pictures are scheduled to commence production before the end of the year.

Paul N. Lazarus, who joined The Landau Company last year as a partner and as executive officer of the company, will continue in the same capacities in the consolidated operation. Lazarus, formerly a vice-president of Columbia Pictures and executive vice-president of Samuel Bronston Productions, will continue to have responsibility for supervising the distribution and merchandising activities of the new company.

Bernard G. Kranze, vice-president in charge of distribution, will continue to head this activity for the combined operation. Kranze was formerly general sales manager of United Artists and more recently with Cinerama, Inc. Erwin Lesser, vice-president and domestic sales manager of the Landau Releasing Organization, will likewise continue in that capacity.

The appointment of MGM producer Henry T. Weinstein as a production executive and head of a creative development program is part of the new growth pattern.

It is anticipated that future activities of the company will include television production as well as a continuing program of theatrical features.

Universal, Decca Report On Half-Year Earnings

NEW YORK—Universal Pictures Company, Inc., reports for the 26 weeks ended July 3 consolidated net earnings from operations of $2,493,031, equal to $2.96 per share on 842,041 shares of common stock outstanding, excluding shares in the treasury of the company.

For the 26 weeks ended June 27, 1964, the company reported consolidated net earnings from operations of $2,510,444, equal to $2.96 per share on 849,151 shares of common stock outstanding, excluding shares in the treasury of the company.

Consolidated net earnings of Decca Records, Inc., including results of operations of its subsidiary, Universal Pictures Company, Inc., for the six months ended June 30, amounted to $2,887,500, equal to $1.89 per share on 1,527,401 outstanding shares of capital stock.

In the corresponding period of 1964, Decca reported earnings of $2,632,456, equal to $1.72 per share on 1,527,401 outstanding shares of capital stock.

Churchill Medals Aid VCI

LONDON, ENGLAND—Immediately on return from his recent trip to America, international chief barker Jim Carreras handed a check for $5,000 to the charity fund of the Variety Club of Great Britain.

The money represented one third of the sum which Bob Pentland, a member of the Variety Club of Miami, paid for a set of the gold medals struck in England in commemoration of the late Sir Winston Churchill.

The international chief reported that Pentland had donated the balance of $15,000 to the Variety Club's Children's Hospital and Clinic in Miami.

The medals were originally donated to British Variety by Leslie Wheeler, managing director of John Taylor (Silversmiths) Ltd., in tribute to the work of Variety world-wide. The gift was negotiated by Clifford Jeapes, first assistant chief barker of the club.

The NEW YORK Scene

By Mel Konecoff

THE OTHER DAY WE LED A COTERIE OF YOUNGSTERS UP TO ONE OF THE advance showings that UA held on the Beatles new film, "Help" at the Beacon Theatre, and we found the area packed with panting teens and others who just couldn't get into the theatre soon enough. To make sure that the print would get there without mishap, a Wells Fargo armored car was used to transport same, with armed guards and all.

It was a good thing that the vehicle was handy because there was a disc jockey on the scene who decided to hand out his autograph and a recording made by the hairy foursome. He was mobbed. He took refuge in the truck until police could clear the area a bit, and this seems like a good stunt that can be utilized by other theatres. We're still not sure whether they mobbed him for his autograph or the free record.

This all took place in front of beaming Fred Goldberg, United Artists vice-president, who seemed to be enjoying every blessed screech. We're not going to snitch on some of the prominent executives in the business who escorted their youngsters up to the theatre while we were in observance. Suffice it to say that they were famous and in goodly numbers. Don't let anyone tell you that the Beatles is dead.

As a matter of fact, some of the youngsters we escorted told us afterwards that they loved this second feature of the group better than the first, and that they expected to see it four or five times during its playoff. UA is following the sweet pattern of success set for the initial Beatle offering by again holding advance public previews on Aug. 23 before the regular engagements, for which tickets were sold in advance with sales limited to each theatre's seating capacity. Needless to say, the results were most enthusiastic, to say nothing of being vociferous.

"Help," cried one cashier as the swarm hit.

BITS AND PIECES: LEONARD GOLDENSON, PRESIDENT OF AMERICAN BROADcasting Companies, will be guest of honor at the forthcoming Aug. 31 luncheon of the New York Variety Club, Tent 35, at the Hotel Astor when the Eliot Hyman Sunshine Coach will be presented for use by the Cerebral Palsy Association. Si Seadler is luncheon chairman, and he promises a minimum of speeches and a maximum of entertainment. . . . The Film Library of the Museum of Modern Art has published a portfolio of 10 black and white stills covering the D. W. Griffith era. Included are scenes from "The Musketeers of Pig Alley" (1912), "Judith of Bethulia" (1913-14), "The Birth of A Nation" (1915), "Intolerance" (1916), "Broken Blossoms" (1919), "True Heart Susie" (1919), "Isn't Life Wonderful" (1924), "Abraham Lincoln" (1930). We haven't had fun like this in perusing same since the last time the film broke in the theatre, and they put on one of those humorous slides, "Be Patient, DOCTOR AT WORK IN BOOTH." . . . Pretty and talented Catherine O'Brien sends along story number 86,655 on 'Modesty Blaise" from the Excelsior Hotel, Taormina, Italy. Pretty she must be with a name like Catherine O'Brien. Talented she must also be to have written 86,655 stories since the picture started production a couple of weeks ago. . . . UA's Jim Velde still using the mails to sell. This time, he's sending exhibitors a 16-fold promotion piece on "The Knack . . . and how to get it." . . . From Charles Schneer's publicity director, Derek Robbins, in London, comes a note inviting us to lunch there as soon as we arrive. If Derek Robbins can figure out a way for us to get to London, we'll be glad to have lunch with good old Charlie. . . . Which reminds us—Dear Jim Carreras: The next time you visit hereabouts remind us that we've a bone to pick with you. We know you read this every week 'cause you told us so in the elevator the other week.

ABC Registers Gains For Half Year

PHILADELPHIA—ABC Consolidated Corporation reported record sales and earnings for the first six months of 1965, ended June 27. Benjamin Sherman, board chairman of the diversified food service concern, said sales were $62,194,631 against $53,497,216 for the first half of 1964, a 16 per cent rise. Earnings increased 31.1 per cent to $1,666,983 or 61 cents a share, from $1,271,330 or 46 cents per share.

Sherman said the rise in volume stemmed largely from generally increased sales activity in the firm's present installations. He noted figures of Nedick's Stores, Inc., recently acquired chain of food and snack bars, were included in ABC's figures as of May 1. The Nedick's purchase should add 16 cents to 18 cents per share to net on a full earnings basis, he said.

The company recently took over 10 restaurant units on the Connecticut Turnpike and the Berkshire Extension of the New York Thruway, for which it earlier projected a $2½ million annual gross, "a mark we should easily hit," Sherman said.

The Houston Astrodome, for which ABC maintains total food service operations, is reported to be well ahead of the company's original $2,000,000 gross projection, due mainly to attendance "far ahead of what we anticipated," according to Sherman. Reports from the Texas stadium for this year's paid attendance thus far is 2¼ million and total 1965 attendance is expected to pass 3,000,000. Based on current rate, gross in Houston should go over $3,000,000, he said.

Sherman said ABC has stepped up its activities in institutional and industrial feeding and that a number of new contracts signed should "nicely help second-half sales and profit." ABC's second half results have traditionally been well above the company's first six-month figures.

"We're moving slowly and carefully in the planned national expansion of Nedick's. The first unit out of the present New York-New Jersey-Philadelphia perimeter will probably open within six months. All divisions have been asked to search for suitable locations and several are presently under study," Sherman said.

WB Offers "La Boheme" For Top Oct. Playdates

NEW YORK—Warner Bros. will present the great La Scala Opera Company's world-famed production of Giacomo Puccini's immortal "La Boheme" for four premiere performances only on Oct. 20 and 21 at leading theatres throughout the United States and Canada.

The Warner Bros. presentation of "La Boheme" has been made possible through the perfection of sound-recording techniques to the highest fidelity ever achieved. Utilizing newly developed sound equipment never before available, as well as the technical services of Europe's leading audio engineers, the complete musical range of "La Boheme" has been captured on film for the first time. The film itself is in Technicolor, providing an exact photographic reproduction of the brilliant La Scala performance.

The artistic direction of the La Scala "La Boheme" has brought together two of the world's foremost creative interpreters of opera: Herbert Von Karajan, the musical director and conductor, and Franco Zeffirelli, the stage director and set designer.

Actually, it was Von Karajan, considered by many to be the greatest operatic conductor of modern times, who was instrumental in bringing the production to fruition. He was determined to reach the peak of fidelity in recording opera: this came within the realm of possibility as a result of the technical and engineering progress made for the Warner Bros. presentation, combined with the willingness of the stars, orchestra and chorus of the La Scala Opera Company of Milan, Italy, to perform what is probably the world's most popular opera, "La Boheme."

Zefferelli, who was acclaimed here for his staging of the Old Vic's production of "Romeo and Juliet," agreed to collaborate with Von Karajan by directing "La Boheme" and designing the sets. Another of Europe's leading figures behind the operatic footlights, Marcel Escoffier, designed the costumes for "La Boheme."

The cast of singers in the Warner Bros. presentation is headed by Gianni Raimondi, Mirella Freni, Adriana Martino, Rolando Paneri, Gianni Maffeo, Ivo Vinco, Carlo Badioli, Virgilio Carbonari, and Franco Ricciardi.

On Oct. 20 and 21, there will be a matinee and an evening performance of "La Boheme."

Exact times of the performances will be announced locally. Some theatres may also arrange additional performances for special groups during the same two days.

Tickets will be sold in advance for the four performances. Seats will not be reserved but the number of tickets to be sold for each performance will not exceed the capacity of the theatre, thereby guaranteeing a seat to each ticket holder.

"Mickey One" To Venice

NEW YORK—The Venice Film Festival announced that Columbia's picture, "Mickey One," starring Warren Beatty, will be the invited U. S. entry to this year's Festival, which opens Aug. 24 and runs through Sept. 6.

"Mickey One" was produced and directed by Arthur Penn. Both Beatty and Penn will attend the presentation of the film in Venice on Sept. 1.

Columbia has scheduled "Mickey One" for fall release.

Salinger Heads New Theatre Firm To Construct Houses Around World

NEW YORK—National General Corporation and Continental Air Services, Inc., a wholly owned subsidiary of Continental Airlines, Inc., announced the formation of a joint undertaking to engage in the construction and operation of motion picture theatres around the world. The corporation will be known as Fox Overseas Theatres Corporation.

The new corporation will investigate motion picture opportunities and operations in all areas of the world.

Pierre Sallinger has been named president of Fox Overseas Theatres Corporation. In addition to his new duties, he will continue with National General as a consultant and as a director of Carthay Center Productions, Inc., the film production arm of National General Corporation.

In order to implement the new theatre plan, Salinger, already a director of Continental Air Services, Inc., has been elected vice-president of international affairs of that corporation, as well as vice-president, international affairs, Continental Airlines, Inc., Continental Air Services parent company.

In addition to the theatre operation, Salinger will devote executive time to the operations of Continental Air Services, Inc., in southeast Asia, and to Continental Airlines international operation.

It is expected that Salinger will travel widely in Europe, Asia, and Africa in connection with his new assignment.

Robert Six, president of Continental Airlines and a director of National General Corporation, and Eugene V. Klein, president of National General Corporation, said in a joint statement:

"We are enthusiastic about the formation of this joint project and the fact the Pierre Salinger has agreed to head it up. His worldwide knowledge of countries and people will be of invaluable assistance in the successful operation of this new business."

MUSEUM

(*Continued from page* 6)

life. It may well be a dead dodo."

But the Sol Lesser backers think otherwise. A dedicated group staunchly behind the venerable movie man, they are determined the museum must become a reality. One such realist and enthusiast is Julian F. Myers, president of the promo-ad corporation bearing his name and a member since its inception of the museum's public relations cabinet. He told this reporter:

"I suggest we finance our museum not through Los Angeles County but through an extended period of special premieres, performances, programs, donations, star-laden events, and other types of support from all the studios, networks, recording companies, and other institutions that make Hollywood the entertainment capital of the world—and that are wise and willing enough to keep us ahead. When we ask who would make our museum a living reality, the answer should be: Holly*would*."

Myers' declaration came after a three-man committee organized a year ago by the supervisors to study the museum mess made its report to the city fathers. The committee was headed by Bart Lytton, a Beverly Hills financier, and the other two committee members were Chancellor Franklin D. Murphy of the University of California at Los Angeles (UCLA) and Harrison A. Price, president of Economics Research Associates. The Lytton committee came up with some startling opinions. Among the opinions were:

1—Complete reorganization of the museum project.

2—Block all future county expenditures.

3—The motion picture, television, radio, and recording industries should give $5 million in cash before the county spends another penny. The committee specified the $5 million would have to be donated without any commercial advertising sponsorship.

Sol Lesser has shown this MOTION PICTURE EXHIBITOR reporter more than $5 million in pledges from various sources, but —dependent on the building construction being underway. And there's still no money in the bank.

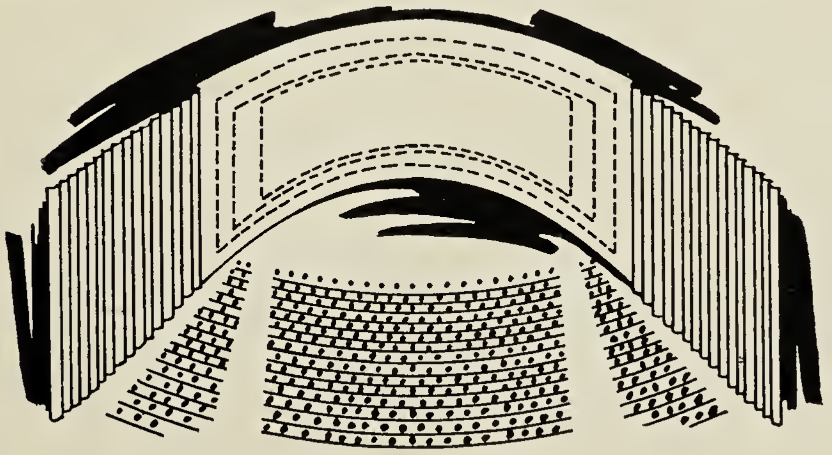
"What a way to run a railroad," sighed Sol.

But five gets you 10 the guy will push the throttle and keep the choo-choo on the tracks in the right direction.

(Next week: Whither Hollywood Museum and why? The original concept will be explained by Julian Myers; Edmond L. De Patie, the project's finance chairman and a Warner Bros. vice-president; and others of stature in the movie industry.)

A MESSAGE OF IMPORTANCE TO THE MOTION PICTURE INDUSTRY

Announcing for the First Time
The new D-150 All-Purpose projection System for the presentation of all aspect-ratios in both 35mm and 70mm employing a single deeply-curved screen.



- AN END TO COSTLY EQUIPMENT CONVERSIONS
- COMPLETE FLEXIBILITY WITH HIGHEST PICTURE QUALITY
- A TRULY ALL-PURPOSE PACKAGE CONSISTING OF LENSES, DEEPLY-CURVED SCREEN AND AUTOMATIC MOTORIZED MASKING

Whether you are planning new theatres or updating existing theatres, don't fail to see the first all-purpose demonstration!

For More Information Write or Call

Exclusive Distributors

James Barry

Robert Bemis

Western Theatrical Equipment Co.

187 Golden Gate Avenue, San Francisco, California 94102
Area Code 415, UNderhill 1-7571

LONDON Observations

By Jock MacGregor

"ORCHIDS TO YOU FOR YOUR OBSERVATION AND PUBLICATION CONCERNing Underground posters and posters in general," writes MGM's British chief, Michael Havas. "Your story (MPE: July 21) should be framed and sent to every producer in the States, and to every producer, exhibitor and distributor in this country. It was refreshing for me to read your intelligent comments." Thanks, Mike! What, I think inspired his letter was my reference to contractual credits. These have got completely out of hand. Why should ads be cluttered with such ego sops as "also starring," "guest star," "special appearance of," "introducing," "Joe Bloggs as Jim," etc.? Whom are they suppose to impress? If artists do not consider parts worthy of them without such billing, they should leave them to those who do. Some composers will help sell seats, but I doubt whether a choreographer's name does. Most abortive are the demands of script writers. Original authors may mean something, but it is ridiculous that when a director is accorded a credit, the writer—even if more than one—must also be included, to say nothing of mentions of who wrote the play, and who presented it on Broadway stage. And make no mistake, those involved watch the posters with eagle eyes and are suspect of carrying tape measures. The more credits involved, the smaller the title must be, and it is not surprising that use of a dominating title motif and carrying the title in small print, with the credits scaled down, is growing. By all means, give full credits on the screen and in trade paper advertising—then they are read by those who are interested and who matter—but not in public announcements. Maybe some producers could themselves give a lead. It is not unusual to see "A. Blank presents a Blank Production. Executive producer—A. Blank. Screenplay by Brown, Mutt, and A. Blank." Discretion should be given to the layout artists. No showman will miss a name which will draw a patron. Inept posters continue to adorn subway stations. A new one inspired me to conduct an opinion poll while waiting. One thought it was a "book—or something"; others did not know—or care. Incidentally, due in to no way to my remarks, certain theatres are taking up the larger spaces now being offered by London Transport.

A LETTER ALSO ARRIVED FROM ROBERT COHN IN HOLLYWOOD. HE HAD read my MPE Exploitation report (May 26) on C. F. Bowers' campaign at the State, Kilburn, London, on his picture, "The New Interns," and wrote: "I hope you realize how helpful it is for me to know that you're on the lookout. It's such a long way from Hollywood to Kilburn, and most encouraging to find someone like C. F. Bower carrying on what was born here so long before. There are times that a producer feels that the exhibitor just 'runs the picture,' particularly when it leaves the key spots around the world." Glad to be of service, Bob, and to tell you that some of the best showmanship here comes from such places. Most Rank and ABC and some independent managers really get behind every booking with enthusiasm and imagination.

OTTO PREMINGER, WHO IS KNOWN TO EXPLODE ON OCCASION, WAS SO delighted to receive a letter from the secretary of St. Charles Hospital where he shot ward scenes for "Bunny Lake is Missing" that he passed it to me. It read: "Now that the excitement and activity are over, I would like to express my sincere admiration and thanks for the way in which you and your staff managed to complete the filming with so little noise and without raising even the smallest complaint from the patients or staff! Frankly, I did not expect that this could be done." The writer was also delighted that Otto had given the casualty trolley which had been used in the film to the hospital, and promised that it would be put to the best use.

CONGRATULATIONS AND SUCH REMARKS AS "EXCELLENT TEAM," "RESPONsible management," "credit to the board," "good image" flowed when Sir Philip Warter presided at the Associated British Picture Corporation's 38th annual general meeting. The only hint of criticism was that the dividend could have been larger. Sir Philip explained that when he became chairman 21 years ago, the dividend was eight per cent, and was now 60 per cent on the equivalent capital. He said AB were committed to at least $10m capital expenditure, and with other projects in mind, possibly $14m. These, due to the dividend policy, would be financed from within, and the board would not have to go outside to raise capital. He stressed that AB shares had been extremely well maintained in contrast to many companies, and suggested this was due to the very good cover the shares enjoyed.

IT WAS GOOD TO HAVE A 7 A.M. BREAKFAST WITH JAY EMANUEL AT LONDON Airport when he changed planes enroute to Cannes and was jolly proud that he had not slept all night. After all, it was only 2 a.m. to him! We bumped into Frank Dorman, the Jersey exhibitor, who had flown over for the day and had no complaints about business. At one theatre, he has been running alternate week roadshows of "Cleopatra" and "Lord Jim," changing on Thursday for the season to give vacationers a double choice. . . . New sources of product are always welcome. Golden Era, which under Leslie Greenspan has mainly distributed dubbed continentals and reissues, has made its first color feature "Licensed to Kill." Here is another special agent with an eye for the lasses adventure, which will make a lot of exhibitors and their patrons very happy and a lot of luverly lolly for Les. Though "Man from UNCLE" is playing BBC-TV, MGM is keeping certain episodes and editing them into 90-odd minute theatre releases. After a hit with "Trap a Spy," "Spy With My Face" opened at the Empire on the same day as the weekly tv show and intriguingly nearly smashed the house record. Incidentally, this theatre is now firmly re-established and what a year ago would have been a holdover figure is a takeoff one.

$30,000 Spruce-Up For Durwood Empire

KANSAS CITY—Durwood Theatres' policy of keeping its showcases in top condition was aptly illustrated by the circuit's just completed refurbishment of the Empire Theatre here.

The $30,000 project came soon after a solid year's run of "It's a Mad, Mad, Mad, Mad World," and was completed in time for the opening of "The Greatest Story Ever Told." According to Stanley H. Durwood, president, the project was one of improvement for the theatre, which underwent major remodeling both inside and out little more than three years ago.

A look of increased elegance has been achieved at the outside entrance, in the generous lobby, the foyer, the restrooms and the upstairs mezzanine. This elegance is nowhere more in evidence than in the lobby, with its gold and royal blue color scheme carried out in the carpeting, wall hangings, ceiling and decorations. Gold "Empire" medallions inserted in the carpeting give the effect of small area rugs.

Specially loomed by Alexander Smith for the Empire, the carpeting accounts for $12,000 of the revitalization and replaces carpeting similar in design but only three years old—an excellent example of the Durwood policy of renewing theatre furnishings before any hint of shabbiness sets in.

The huge traveler and front hangings in the auditorium, as well as wall hangings in the lobby and foyer, were cleaned and dyed. Seats on the main floor were painted as another step in the renewal program.

Sets of metal crown and spear decorations, which had been on the outside of exit door leading to Fourteenth Street, were remounted on the inside of the doors, enhancing the effect found in the lobby.

Kenneth Lang, supervisor of construction and maintenance, is particularly proud of the new gold-sequined floor in the downstairs powder room, the effect achieved by the use of an epoxy resin. "The gold floor has turned out to be quite a conversation piece among our lady patrons," he said. Carpeting was renewed in the upstairs ladies' restroom.

A new concessions stand in the upstairs lobby is increasing the volume of concessions business and proving convenient to patrons. The new stand is tied-in with the main floor concessions area by use of a similarly striped canopy. It serves cold drinks, popcorn and candy, thus easing some of the peak load from the main stand.

Arrangements of artificial flowers and foliage were also replaced, with the new flowers in colors chosen to set off the gold and blue. Patrons get a "red carpet" welcome with the installation of a carpet streamer around the island boxoffice in the outer lobby. The boxoffice itself is enhanced with a valance and canopy, and a new valance has been installed around the perimeter of the marquee.

It is pointed out by Ralph Buhrmester, Empire manager, that while these changes are the major steps in the Empire project, many smaller phases of refurbishing were carried out to complete the job.

IATSE Meeting Set

MIAMI BEACH, FLA.—The regular midsummer meeting of the general executive board of the International Alliance of Theatrical State Employes and Moving Picture Machine Operators of the U. S. and Canada will be held at the Carillon Hotel here on Aug. 23.

ALBANY

United Artists held "Billie" Day at the Stanley Warner Delaware with the seminar well attended . . . . Al Glaubinger, division manager; and local UA salesman Dave Litto visited the SW offices in New York . . . . Local house were cooperating with Albany's water conservation program caused by the summer draught and were displaying posters, etc., urging the curtailing of air-conditioning, etc. . . . . Sarto Smalldone, owner, Malta Drive-In, has circulated petitions for the post of Saratoga Springs mayor . . . . Ronald Pure is a new booker at United Artists succeeding Frank di Prosa, now office manager in the Washington, D.C., office . . . . Charles Maguire, Strand stagehand, has a summer camp at Nassau Lake.

BOSTON

More than 100 top executives of Buena Vista Corp. flew into Boston on a special Disney plane to meet with New England and New York exhibitors. A seminar was held to acquaint theatre owners with upcoming Disney product and methods of advertising, publicity, and exploitation. Attending were Card Walker, vice-president of Disney Productions; actor Dean Jones; Irving Ludwig, president of Buena Vista Distributing Corp.; Leo Greenfield, Buena Vista's head of domestic sales; Herbert Robinson, BV's head of eastern division sales; Paul Lyday, promotion director. . . . Elizabeth Taylor, Richard Burton, and the rest of the "Who's Afraid of Virginia Woolf?" cast will arrive in New England in late August for three weeks of shooting. It has been indicated that exteriors of a women's college in the New England area will be used, and prominently mentioned is Smith College. . . . Ben Sack, who now operates six theatres in Boston with the addition of the former Keith Memorial as his Savoy, plus the Capri, Beacon Hill, Gary, Saxon, Music Hall, say's he's making a deal with Joseph E. Levine for "Darling" as the next film following "Morituri" at the Savoy, and will have Levine sail his new yacht into Boston harbor for screening and press party. . . . Paul Levi, who handles Paramount advertising exploitation in Boston, moved to new offices in the Statler Building.

BUFFALO

A newly-designed Glen Art Theatre in Williamsville will join the Circle Art under the management of Fred Keller, founder of the latter, in October. The Glen Art has been operated as the Glen for many years by owner Menno Dykstra, from whom Keller is leasing the house. Complete refurnishing of the property by design of architects Fontanese and Halfpenny, East Aurora, has been ordered by Keller, who promises Williamsville and vicinity "a uniquely-tasteful, esthetic setting for distinguished movies" in the foreign and art category. Conflict of interest? "Not at all," says Keller. "There are sufficient avant-garde films for both houses. The Circle Art will continue as the Buffalo center for far-out and experiment shows. The Glen Art will hope to program foreign and other exceptional films, described in the trade as 'more commercial,' shows, such as frequently play theatres whose wares are mostly from Hollywood. Of course, we may, if the occasion calls for it, double a winner in both theatres. Two houses, I am sure, will enhance our bargaining with suppliers." The Glen, currently closed, seats 380. . . . Tzetzo Brothers, Inc., Buffalo, were named the candy industry's outstanding wholesale company of 1965 at the National Candy Wholesalers Association convention in New York. Perry Tzetzo, the company's president, received the annual "Chunky-Aleck Abrahamson Award" —a $500 check and a gold plaque. . . . Jere Westergren, general manager, Avco (Dipson) Theatres, and Bob Ungerfeld, Universal publicity representatives, arranged a very active itinerary for new screen star Rosemay Forsythe when she was in town doing some tub-thumping in behalf of "Shenandoah." . . . The Buffalo branch of Paramount Pictures has reactivated its Albany office in the RTA building at 991 Broadway in the state capitol. John Serfustino, member of the Buffalo Paramount exchange sales staff for a number of years, has been appointed manager of the Albany office. . . . The biggest crowd in the history of the annual Variety Club Golf Outing attended the event at Erie Downs Country Club across the border at Fort Erie. Tony Mercurio, Paramount exchange office manager, won the trophy for low score among Tent 7 members, and Roger Bearg, Toronto Variety Club, turned in the low score for outsiders. A number of barkers from the Toronto club attended the event. . . . Ken Reuter, manager of the Buffalo United Artists exchange, celebrated "Billie Day" July 27 with a morning and afternoon seminar on the Chrislaw production of "Billie." An eight-minute exhibitor short was shown in the morning seminar, and a roundup of all the exploitation aids were shown and discussed at the afternoon session, when each showman present received a selling kit. Fran Maxwell, UA office manager, assisted in arranging the event. . . . James Hubbard has been appointed manager of the Colvin, link in the Avco (Dipson) Theatres chain, according to an announcement by Gerald M. Westergren, general manager. Hubbard had been an assistant at the Colvin for many months before his promotion to manager. . . . The next big outing for the members of Tent 7, Variety Club of Buffalo, will be the annual Fort Erie Race Day on Monday, Aug. 16. Tickets are available from James J. Hayes, manager of the Cinema, or Myron Gross, manager of the Buffalo branch of Co-Operative Theatres. Chief barker Tony Kolinski will present a blanket to the winning horse in the Variety feature race. . . . Carl Schaner, Century, will get the annual fashion show for his stage, Aug. 19-20. The show, staged in the past in the demolished Paramount, is sponsored by the Buffalo Evening News and the Buffalo Retail Merchants Association. . . . At the last minute, motion picture theatre admissions were exempted from the N. Y. statewide sales tax that took effect Sunday, Aug. 1, along with building maintenance services and vending machines which take 10 cents or less. A variety of information services are exempt, such as newspapers and the cost of advertising space and services.

CHARLOTTE

A new firm, Exhibitors Service Corporation, has been formed at Charlotte to manage theatres in the Carolinas. Organizers of the firm, which has set up offices at 221 South Church street, are Jack Kirby and Ulmer Eaddy, who have resigned former positions as theatre executives. Kirby will be president of the company. He has had 19 years experience in distribution and exhibition of motion pictures. For several years, he managed the Warner Brothers exchange at Charlotte, and prior to forming his own firm was film buyer and booker for H. B. Meiselman Theatres at Charlotte. Eaddy began his career with a drive-in, and his last position was assistant to president T. A. Little of Consolidated Theatres Corporation at Charlotte. He said the new firm already has made arrangements to take over management of several theatres, and also will do some buying and booking for theatres it does not operate.

CINCINNATI

The Beatle movie, "Help," became a real distress call for United Artists, which had the film scheduled to open Aug. 25 in eight suburban theatres only to discover there were not enough prints available for saturation bookings. It is thought this is the first time such an experience has ever occurred here. So the decision was made to play only the largest theatres in an area and move later to the suburbs. "Help" accordingly has been switched to the 3100-seat Albee opening Sept. 1—a fitting climax to an exceptional summer season for all movie houses. . . . "What's New, Pussycat?" played to 11,107 patrons during its first seven days of its run at the Times. . . . "The Art of Love," currently playing in the beautifully reconditioned Mary Anderson, Louisville, Ky., played to more customers during its first week than the theatre had had all during the previous year. . . . "Sound of Music," in its 19th week at International '70, at its present rate of patronage may possibly be playing until after the Christmas holiday season to top "Cleopatra," which played the Grand for 42 weeks in 1963-64. The modern long-run record here was established by Cinerama's "Seven Wonders of the World" with a 78-week run, 1956-57, at the Capitol. . . . Francis deZengremel, formerly with Schine's in Bellefontaine, O., has been appointed manager of the Chakeres' theatre, Xenia, O. . . . Judy Friske, Universal office staff, and John Reinersman were married Aug. 14 at Holy Cross Church.

COLUMBUS, O.

Business continuing strong in mid-August, with holdovers the rule. "What's New Pussycat?" opened a third week at Loew's Ohio. "Zorba The Greek" started a second week at RKO Palace. Long runs of "My Fair Lady" at Hunt's Cinestage, "The Sound of Music" at Northland Cinema, and "The Hallelujah Trail" at the Grand Cinerama all report good patronage. . . . Charles Sugarman will hold a press preview of "Lord Jim" Sept. 14 at the new de luxe suburban Cinema East. Columbus Symphony will stage a benefit showing Sept. 15. Public premiere is scheduled for Sept. 16. . . . Harold Walton, assistant manager, Loew's Ohio, is spending a "vacation" taking Army Reserve training. . . . Miles auto theatres announced a strong lineup of first-runs following "Shenandoah." These include "The Monkey's Uncle," "The Sons of Katie Elder," "A Very Special Favor," and "That Funny Feeling." Academy-Neth theatres also will have first-run showings of "The Monkey's Uncle."

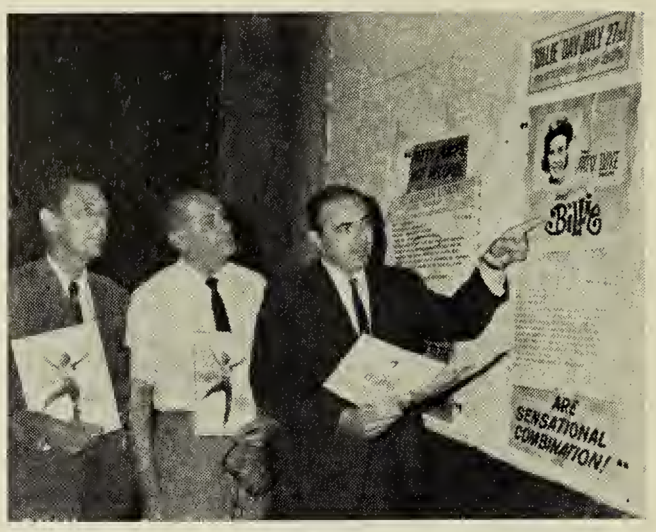
DALLAS

"The Restless Sea," Walt Disney film, was presented at the Esquire as part of the Wednesday Morning Lecture Series. The series is sponsored by the National Retired Teachers Association and the American Association of Retired Persons as a public service. The lectures are open to the public without charge. The film is being offered through the courtesy of Southwestern Bell Telephone Co. . . . Mrs. W. T. Dunn, Jr., local resident, has been declared winner of the statewide "Shenandoah-Name the James Stewart Movies" contest conducted by Interstate Theatres in connection with showings of "Shenandoah" at Interstate Theatres throughout Texas. As her prize, she will receive a round trip for her family to Guadalajara, Mexico. . . . Two Dallas promoters asked the state comptroller in Austin to clamp down on "illegal" garage sales and flea markets. The two, Leon Cooper and Don Boggs, plan to open "Swap-Meet Enterprises" at a local d-i. . . . Elsie Parish, immediate past president, and Juanita White, president, Dallas Women of the Motion Picture Industry, have been named delegates to the international convention to be held in New York in September. . . . Burl Lovelace has joined the staff of the Columbia exchange as a salesman. He was previously associated as a salesman with Allied Artists and Eagle-American. . . . Jimmie Brassell, booker at Trans-Texas Theatres home office, suffered a light stroke and is in the intensive care unit at Baylor Hospital. . . . Also on the sick list is E. C. Holder, sales manager of Paramount. . . . Dorothy McCann has joined Continental Theatres as secretary to Sol Sachs. She was previously with Cinema Theatres. . . . A group of 50 workmen started work on the redecorating of the Festival which is being turned into a de luxe art theatre. The work is expected to take six weeks. . . . Bob O'Donnell, president of General Films, saw a special screening of his latest production, "The Naked and the Brave," at Titra Sound Studios in New York.

David Ship, Jr., formerly a booker at the local Universal film exchange, has been transferred to the St. Louis exchange where he will be a salesman. . . . All patrons of the Capri were served barbecued ribs who attended the opening of "Hallelujah Trail." The barbecue was served by Walter Jetton from a chuckwagon which was also at the New York party given by United Artists at the film's opening. There was plenty of "Mountain Dew," a soft drink, on hand. Entertainment was provided by two squares of dancers, the Firehouse Rhythm Kings, a band composed of local firemen, and the regular red carpet and searchlights. . . . Steve Bester, vice president in charge of promotion for James Uys Films of Johannesburg, was in to discuss the showing of "Dingaka," which will have a multiple opening on Aug. 19 in the local area. . . . The Dallas Singing Grandmothers were on hand to sing songs of the 1910 era at the opening of "Those Magnificent Men In Their Flying Machines" at the Tower. Also on hand were a parade of cars from the Horseless Carriage Club and the Antique Auto Club, and coeds from Southern Methodist University modeled styles of the period from the Dallas Fashion Museum. Music was also furnished by a rinky dink piano played by Miss Anne Bryant. . . . B. R. and Gordon McLendon, owners of the new Park Forest, have a special ad in the newspapers advertising the new theatre stating that since the opening attraction, "A Very Special Favor," is for mature people, family entertainment can be found at the circuit's Preston Royal, Casa Linda, and Gemini Twin D-I's. . . . Raymond Willie, vice-president and general manager of Interstate Theatres; John Rowley, president of Rowley United Theatres; and E. J. Miller, Houston, sixth international vice-president of the International Alliance of Theatrical Stage Employees and Motion Picture Machine Operators, were honored by Dallas Local 249 of the Motion Picture Machine Operators Union. Gold membership cards were presented to the three at a beakfast. Presentation was made by J. B. James, president of the Dallas Local.

DENVER

John Tella, formerly city manager of Fox Theatres in Billings, Mont., has been made managing director of the Centre and city supervisor for the Denver Fox Inter-Mountain Theatres, replacing John Denman, promoted to San Francisco. . . . Bob and Sue Tankersley, Western Service and Supply Co., and their children have been visiting son Rod at the Naval Air Reserve Training Camp in Olathe, Kans. . . . With five of Denver's first run theatres on advance price road show policy—the Centre ("Those Magnificent Men"), International 70 ("Hallelujah Trail"), Aladdin ("Sound of Music"), Cooper ("Mad World"), and Denham ("My Fair Lady")—many first runs are now going into the suburban hardtops and drive-ins on a multiple run basis. . . . Ralph Batschelet, managing director, Fox Denver, recently returned from Detroit driving a new Bonneville. . . . Salma Sawaya, Fox, Trinidad, Colo., has been confined to her home with an illness. . . . A new "Family Change Nights" has been set for the mid-week change at the Zia, Springer, N. M., by Carl Garitson. Under the new plan, the entire family is admitted for on flat charge. . . . Marvin Goldfarb, president, Rocky Mountain Motion Picture Association, and officers have appointed committees to work on plans for Show-A-Rama, which will be held in Denver early next spring. . . . Bill Ramsey, Art Cinema, Boulder, Colo., cancelled showing of the film, "Heroic South Viet Nam," "after we found out it was a communist made film," he says. A story by Jack Gaskie in the Denver Rocky Mountain News made the expose after the Young Socialists League had rented the house. Now Ramsey says he is threatened with a law suit and was picketed.



"Billie Day" in Philadelphia recently had Robert L. Friedman, local UA branch manager, right, pointing out material on display in Vine Street Screening Room to Robert Abel, owner-buyer, Parkwood Manor and Lawrence Park Theatres, left, and Mel Koff, owner, Kenswick, Glenside, Pa.

DES MOINES

A. H. Blank, veteran Des Moines theatre showman, celebrated his 86th birthday and as usual spent it with patients at the Blank Memorial Children's Hospital in Des Moines. . . . Plans are provided for a new drive-in, located nine miles west of Corydon, with Midwest Theatres operating. It is hoped to have the drive-in opened this fall. . . . United Artists has new offices, located at 1213 Grand ave. in Des Moines. . . . The Grand, Dubuque, Ia., recently celebrated its 75th anniversary.

HOUSTON

A $250,000 expansion of the Hi-Nabor D-I was announced by I. B. Adelman, Beverly Hills, Cal., owner of the Delman, indoor theatre here. Adelman said he and a group of associates have acquired the Hi-Nabor property and will build a twin screen d-i at the location, complete with concession stands and a playground. He built the Delman here in 1934, and operates theatres in Dallas and Tulsa, Okla. The new owners will begin operation of the Hi-Nabor on Sept. 25, and stated that the present d-i schedules will not be interrupted during construction of the second screen, which will be opposite the present screen. . . . Jeanetta Krejci, a seven year old local girl was bitten by a dog whose owners then stuffed the animal in their car and drove off. The youngster was bitten on the left thigh by the dog at the Trial D-I. A search is being made for the dog and its owners. If the dog is not found, the youngster will have to get a series of anti-rabies shots starting in three days. . . . The Alray is joining the current Humphrey Bogart vogue and has booked for showing several of the star's films. . . . The comedy, "Sergeant Deadhead," with Frankie Avalon, had a multiple opening here. . . . Vickie Carr, the vocalist appearing here in person at the Cork Club, sings the title song in the forthcoming Columbia film, "The Silencer," which stars Dean Martin and Cyd Charisse. . . . The Houston Post sponsored a special showing of "Love and Kisses" at the North Main for all Houston persons named Nelson. The film the following day opened a regular run at four indoor and four d-i's.

JACKSONVILLE

Richard Martin resigned from the editorial staff of the local Florida Times-Union to accept a position with Florida State Theatres as a publicist at Silver Springs. Martin served as editor-in-chief of the centennial edition of the Times-Union published last December. The edition ran to 312 pages and covered many facets of Florida history for the past 100 years. More recently, he headed the research and library departments of the Florida Publishing Co. . . . Judge May, Florida Times-Union entertainment editor, left here with his family to vacation in the bucolic atmosphere of Beech Hollow, Ala., and William V. Means, II, of the Jacksonville Journal, took over Judge's writing assignments for a couple of weeks. . . . J. H. Thompson, whose Thompson Theatres circuit is headquartered in Hawkinsville, Ga., had the grand opening of his new Reef Drive-In at nearby Fernandina. . . . Sam Davis, independent film distributor from Atlanta, visited for conferences with independent booker Marvin Skinner. . . . Marty Shearn, manager, downtown Center, who was stricken by an internal disorder while vacationing, left St. Francis Hospital in Pittsburgh and is now at his home under the care of his personal physician. . . . The San Marco Art has long been the local mecca for selective patrons who rarely attend conventional family-type movies but who prefer new foreign films, offbeat themes, and operatic fare. It was assumed until a year ago that such art patrons would recoil in horror from the suggestion that the San Marco would ever offer them double-feature programs in the same manner as more commercial theatres. In the past several months, however, the San Marco has had some of its finest weeks with programs consisting of two comedy classics, two musical greats from the past, two old dramatic hits, and the like. Early in August, another innovation went into effect when two first-run foreign films were presented together for the first time. They were "Vice and Virtue" and "The Counterfeiters of Paris," both French products. It remains to be seen if this policy will also be profitable. . . . "Uncle Dino" Summerlin, disc jockey currently with radio station WPDQ, who has a large following of teen-age admirers, promoted the first-run of "Having A Wild Weekend" at the downtown Imperial and had 100 of the youngsters as his special guests on opening night. . . . Sheldon Mandell, co-owner, suburban Five Points, revealed that "The Sound of Music," now in its 18th week at his theatre, has become the all-time boxoffice champion in this city, exceeding the income of any other film by several thousand dollars. This musical also seems assured of having the longest run in Jacksonville history as it needs to run only a few more days to pass the downtown Center's record with "Ben Hur," which ran for 19 weeks and two days. . . . Pat Boone, Jacksonville-born singer and screen star who makes regular visits here to see his maternal grandparents, Mr. and Mrs. J. C. Pritchard, has established another tie with the city. He is a co-owner of the new $652,000, 100-bed Jacksonville Convalescent Center on College st. which opens in August. Boone said it gives him "an extra excuse to come home." He said that other investors in a national chain of about 20 similar convalescent homes for the aged include dancer Gene Kelly, singer Frances Langford and her husband, Ralph Evinrude. . . . Harry Margolesky, who formerly managed the Beach, Miami Beach, for Florida State Theatres, is now managing FST's newest acquisition, the de luxe Plantation, Fort Lauderdale. His assistant is Harry Kilpatrick. . . . Ben Dargush, who recently came to the FST circuit from the Center, Buffalo, has been appointed manager of the downtown Beacham, Orlando, under city manager Walter Colby. . . . Robert Redding has been shifted from the local Edgewood to FST's Florida, Gainesville, as assistant to Bill Duggan.

MIAMI, FLA.

Florida State Theatres regional director Harry Botwick has announced the acquisition by FST of the Plantation, Ft. Lauderdale, formerly operated by Leonard Ventures. Although FST recently lost the Beach, Miami Beach, when its lease expired a couple of months ago, they still have two Miami Beach theatres—the Colony, where "Sound of Music" is playing, and the Sheridan, where the Cinerama film, "Hallelujah Trail," is delighting audiences. . . . Wometco Enterprises, Inc., announced expansion of its vending and bottling divisions in two areas of the United States and in Vancouver, British Columbia, Canada. Wometco has entered into a contract with Coffee Time, Inc., through a subsidiary, to purchase for cash all of Coffee Time's assets for approximately $1 million. Coffee Time, Inc., headquartered in Washington, D. C., is a full-line automatic food and refreshment vending company serving industrial and governmental accounts in the District of Columbia as well as in Maryland and Virginia. Richard Colt, presently vice-president and general manager of Coffee Time, Inc., will become executive vice-president and general manager under the new ownership. Wometco also announced the completion of two other expansion moves. Its Canadian subsidiary, Wometco (B.C.) Limited, which operates the Coca-Cola bottling franchise in greater Vancouver, B.C., has acquired the adjoining Coca-Cola franchise in Chilliwack, B.C., a city some 50 miles east of Vancouver, for a cash purchase price of under $100,000. The Chilliwack franchise will be combined with the Vancouver operation, which was purchased just last April by Wometco for more than $1 million. Another Wometco subsidiary, Wometco Vending of Tennessee, Nashville, has acquired the cigarette vending business of H & W Vending Company, in the same city, for a cash purchase price of under $100,000.

NEW HAVEN-HARTFORD

Sperie P. Perakos, vice-president and general manager of Perakos Theatre Associates, has instituted a $1.50 admission policy for all seats at Monday-through-Friday matinee performances of 20th-Fox's "The Sound of Music" at the deluxe Elm, West Hartford. . . .The Connecticut Labor Department reported that seasonal gains in construction, retail trade, tourist-trade services, and some factories produced a rise in Connecticut employment during 1965's second quarter. The 27-town Hartford area saw non-farm jobs rise from 266,670 in mid-May to 268,720 in mid-June. . . . Attorney Herman M. Levy, executive secretary of United Motion Picture Theatre Owners of Connecticut, expected a crowd of several hundred industryites from key Atlantic seaboard cities at the annual UMPTOC golf tournament at the Grassey Hill Country Club. . . . The downtown Stanley Warner Roger Sherman, New Haven, is handling reservations for the S W Cinemart, suburban Hamden, long-run engagement of 20th-Fox's "The Sound of Music." A $1.50 matinee admission is in effect Mondays through Fridays for all seats. . . . The S W Capitol, Willimantic's sole remaining theatre, stands to lose a vital phase of parking in closing of adjoining 400-space municipal lot, being converted to other purposes. Gratifyingly, merfor all seats. . . . The S W Capitol, Willimantic district are protesting the closing through petitions. . . . Milton LeRoy's Blue Hills Drive-In, Bloomfield, distributed free Elvis Presley records to first 50 cars in line opening night of Allied Artists' "Tickle Me." . . . In one of the most extensive Hartford-based promotions in recent years, Lockwood and Gordon Theatres' Hartford resident manager Mannie Friedman has tied-up with Best Food Products for point-of-phase cards plugging UA's "The Hallelujah Trail," playing the L&G Cinerama here, in some 500 super markets throughout Connecticut and western Massachusetts. . . . Paul McNamara, 16-year-old son of Ray McNamara, Allyn manager, Hartford, and Mrs. McNamara, will attend the national Junior Achievement convention in Indianapolis over the Aug. 21 weekend as a Connecticut delegate. Young McNamara is president-elect of the several-thousand member Junior Achievement of Hartford. . . . WHCT-TV (ch. 18), home base for America's sole experimental subscription-tv project, is taking full-page ads in metropolitan Hartford dailies hailing its "August Harvest." Attractions include 20th-Fox's "Von Ryan's Express," MGM's "The Yellow Rolls-Royce," UA's "The Train," Embassy's "Marriage Italian Style," Universal's "McHale's Navy Joins the Air Force," Warner Bros.' "The Third Day," and Buena Vista's "The Monkey's Uncle."

BLAST OF DYNAMITE!
THE SONS OF KATIE ELDER

This mechanized display of John Wayne swinging an axe handle was recently designed by William Kanefsky, manager, SW Stanton, Philadelphia, and attracted the desired attention to Paramount's "The Sons Of Katie Elder." Triangle Sign Studio executed the display.

James M. Totman, Stanley Warner Theatres zone manager, has promoted Frank Abreu, assistant manager, Garde, New London, for the past year, to managership of the Capitol, Ansonia, succeeding Joseph Piccolo, who assumes newly created post of house manager at the Merritt, Bridgeport, under district manager Frank B. Kelley's supervision. . . . The Irwin Cohen interests, resuming operations at the Bijou Cinema, Springfield, Mass. have new price scale in effect: opening to 1:30 p.m., Mondays through Fridays (except holidays), 50 cents; 1:30-5 p.m., 65 cents; evenings, Saturday, Sundays, holidays, 90 cents. Children are charged 50 cents and golden agers 50 cents for matinees only. . . . WHCT-TV, America's sole on-th-air experimental subscription tv project, has a "See Six and Save!" promotion in effect for July and August. If a subscriber family in Hartford watches six or more subscription attractions in July, the family won't be charged the monthly rental for the month. The same plan applies to August. "This means," says station promotion, "that if you view just six programs in July and another six in August, you will save the entire two-months rental charge of $6.50."

NEW ORLEANS

Joel Bluestone's Royal Art Theatre will have an international art films festival beginning Sept. 12. . . . Bogalusa, La., long in the limelight due to racial strife, opened many of its business doors including the State and Ritz theatres to Negroes and they successfully integrated without incident. . . . The local IATSE agreed to have Civil District Judge Fred J. Cassibry decide the wage dispute between members and Joel Bluestone, operator, Royal Art and Peacock Theatres. Bluestone obtained a 10-day restraining order against the union on picketing. . . . John Durio is the new shipping clerk at Don Kay Film Enterprises' exchange.

PHILADELPHIA

Paramount Film Distributing Company has appointed Levenson Bureau of Advertising to handle purchase of broadcast media time and merchandising promotions for its local branch. LBA will provide counsel and advice on advertising, publicity and public relations, plan and supervise all suitable tie-in promotions, and place outdoor and broadcasting media advertising. . . . George Hamid's Steel Pier, Atlantic City, N. J., grabbed The Beatles' second UA picture, "Help," for a first run in its Casino Theatre . . . Harold Salkind and Edward Emanuel are co-chairmen of the Tent 13 Variety Club annual golf tournament and dinner dance which will be held Sept. 17 at Green Valley Country Club. . . . Harvey Schwartz, formerly with Stanley Warner Theatres, is a new booker for United Artists, replacing the recently resigned Mickey Marandino. . . . Barbara Lee, secretary to UA branch manager Bob Friedman, is on a vacation trip to Spain.

Wanted

Experienced Theatre Manager for key situation. Many Benefits, including retirement plan.

Apply WALTER READE-STERLING, INC.
MAYFAIR HOUSE, DEAL ROAD, OAKHURST, N. J.

PROGRESSIVE ELECTRIC
CONSTRUCTION CO. INC.
240 N. 13th ST. • PHILADELPHIA 7, PA.
35 Years of Theatre Construction and Maintenance

CLARK TRANSFER, INC.

Terminals:

- **BOSTON, MASS**
  818 Albany Street, Roxbury 617-268-4682
- **NEW YORK, N. Y.**
  603 W. 46th Street . 212-246-0815
- **NORFOLK, VA.**
  316 South Main Street 703-545-3832
- **PHILADELPHIA, PA. (Executive Offices)**
  829 North 29th Street 215-232-3100
- **RICHMOND, VA.**
  312 South 17th Street 703-648-6083
- **TAMAQUA (HOMETOWN), PA.** 717-668-1727
  RD # 2
- **WASHINGTON, D. C.** 202-526-4800
  3194 Bladensburg Road, N. E.

Tilly Schiff, Bronx, N. Y., is congratulated by Edward Brenner, manager, Loew's Capitol, and Mel Maron, MGM roadshow manager, right, on being the first purchaser of tickets for MGM's "Doctor Zhivago," which will have its world premiere at the Capitol Dec. 22.

SAN ANTONIO

Ignacio Torres, manager, Alameda, Spanish language house, admitted all youngsters under 12 to a regular showing of the double bill, "El Revolver Sangriento" and "Barridos y Regados." . . . Herman Sollock, manager, suburban Woodlawn, was in search of a butterfly collection for the lobby of the Woodlawn during the run of "The Collector." The central character in the film is a butterfly collector. . . . Walter Koenig, owner, Old Heidelberg Restaurant, which serves German food, presented two films about Germany. The two films, both in color and with narration, were free to the public. One of the films was titled "Meet Germany." The other showed some of the Germany countryside from the North Sea to the Alps. . . . Norman Schwartz, manager, downtown Aztec, reports that the Joseph E. Levine version of "Harlow" will open after several postponements due to the hold-over of "What's New Pussycat?". . . . Genial George A. Kaczmar, manager, suburban Josephine, was on hand for the opening of an extended engagement of "Lord Jim," even though it was his day off. Kaczmar greeted patrons at the door and kept the patrons in line on the outside who were waiting their turn to enter the Josephine. . . . Eric Brendler booked "A Very Special Favor" into the Broadway to replace "The Sandpiper," which had a six week engagement. . . . "Shenandoah," which had an extended run at the Majestic at its premiere showing, then enjoyed a long run at the Woodlawn in its first return engagement, is now in its third week at its first d-i showing at the Mission Twin north screen. . . . Richard Vaughan, manager, downtown Texas, had a special one time showing of "Help," latest Beatles film, on Aug. 14. Admission to the screening, sponsored by radio station KTSA, was $1. . . . The pass list has been suspended at the Towne Twin, Fredericksburg Road and Trail D-I during the showing of Walt Disney's "Mary Poppins" now in its second week. Adult admission is $1.50 and children under 12, 50 cents. . . . The regular monthly Pepsi Cola Saturday morning show was held at the Texas with six Pepsi caps being the price of admission.

Columbus Council Candidate Opposes "Burlesque" Films

COLUMBUS, O.—James L. Baumann, Democratic candidate for Columbus City Council, asked for a study to strengthen state laws governing "burlesque-type movie houses." Baumann's request, sent to State Rep. Jerry O'Shaughnessy, Columbus Democrat, asked the Legislative Service Commission to study existing laws.

Baumann pointed out that "Columbus recently encountered a setback in decent entertainment with the opening of another burlesque-type movie house." He said that a former "neighborhood theatre is advertising and showing movies that are not characteristic of the decent entertainment we have traditionally experienced in our town."

Present laws, he said, are "a matter of interpretation and are too vague for effective enforcement."

Baumann was referring to the former Livingston, now the Gayety. The house, in a typical middle-class neighborhood, has been showing "girlie" films. Leroy Griffith, lessee, has announced plans for presentation of live "New York burlesque" soon.

Since the Ohio Legislature is expected to end its 1965 session this month, no action could be taken before the 1967 biennial session, unless there is a special session in the interim.

SEATTLE

Theatre business should be brisk as there are many tourists in from out of town to celebrate the city's annual Sea Fair festivities. Also, a break in the heat wave came, which should get the people back into the theatres from the beaches. . . . Sterling Theatres conducted a special amateur combo promotion in connection with the Dave Clark Five's "Having a Wild Weekend," playing at the Orpheum. The teen-age amateur combo competition, live-on-stage, has been enthusiastically received by Seattle audiences. The response to the request for competition was terrific, with combos entering, in addition to Seattle, from Tacoma, Puyallup, Summer, Bremerton, Mercer Island, Bellevue, and other parts of the state. Ten bands in all played during the preliminary five nights of competition, preceding the semi-final playoffs for the five finalists. Dave Martin, assistant manager, presided over the entire event, which wound up with Lee Perkins, popular KJR disc jockey as MC. Prizes for the top band were matching combo jackets from Bernie's Mens Wear.

AND YOU'RE INVITED TO
PHILADELPHIA VARIETY CLUB—TENT 13
ANNUAL GOLF TOURNAMENT AND DINNER DANCE
FRIDAY, SEPTEMBER 17, 1965
Green Valley Country Club—Ridge Pike & Joshua Road, Lafayette Hills, Penna.

EVERYBODY WINS—FABULOUS PRIZES
For Golf—Gin Rummy
Door Prizes and Lovely Favors for the Ladies
Enjoy Green Valley's Famous Hors D'oeuvres and Cocktails 5 to 7 P.M.
Followed by a "Green Valley Dinner"—"Nuf Sed"....................
Marty Portnoy Orchestra
Tickets—Men's $15.00 each Ladies $10.00 each
Checks Made Out to Variety Club, and Mailed by September 4, are Eligible for a Special "Early Bird" Prize.
Table Reservations for 6 to 12 Persons Accepted.
We'll Line You Up A Golf Foursome if Alone.
Tee Off Time: 11:30 A.M. to 1:45 P.M.
SO COME—HAVE FUN—YOU'LL LOVE IT—WE PROMISE.
This space contributed by ABC CONSOLIDATED CORP.

SUPPLY DEALER ISSUE:

Spotlighting America's Dealers *Page PE-6*

Finest Projection For D-I *Page PE-8*

Dealer On Location *Page PE-10*

Extra Profits Dept. *Page PE-14*

PHYSICAL THEATRE

●

EXTRA PROFITS

COVER PHOTO • Beautiful facade of new Cinema-Grossmont, La Mesa, Calif., shows three-quarter round glass lobby. Theatre, equipped under Ballantyne's "All-In-One" package plan, will be covered in later issue.

Volume 20 Number 8
August 18, 1965

A once-a-month combined department of Motion Picture Exhibitor devoted to the physical structure of the conventional and drive-in theatre, its design, equipment and furnishings, with a special section emphasizing theatre refreshment operations and management.

Coca-Cola
TRADE-MARK ®

Old friend...

3 new friends

here's
Sprite
TRADE MARK ®

TASTE TaB
TRADE MARK ®
ARTIFICIALLY SWEETENED
DIETARY CARBONATED BEVERAGE

Fanta
TRADE MARK ®
ORANGE

SPRITE—Crystal clear and naturally tart . . . the second largest and fastest growing soft drink in its field.

TAB—Low in calories with robust flavor . . . the fastest growing soft drink in the country.

FANTA—A line of flavors with rich aroma and taste . . . Fanta Orange is the largest selling brand orange soft drink in the world.
(Fanta brand products available in most areas.)

Next step? Put all 4 to work for you today. Your local Representative for Coca-Cola has the full story. Give him a call.

things go better with Coke
TRADE-MARK ®

Drink Coca-Cola

"Coca-Cola", "Coke", "Sprite", "TAB", and "Fanta" are registered trade-marks of The Coca-Cola Company.

Editorial

Concessions Market Grows

CONCESSIONS SALES AT INDOOR AND DRIVE-IN theatres for 1965 should prove substantially higher than anticipated by projective studies made some five years ago. An actual total for this sizeable food and refreshment market would be difficult or impossible to pinpoint, but a figure approximating $400 million would be very likely.

This, as interested parties are apt to point out, ain't hay. With gross boxoffice receipts for the year expected to top $1.6 billion, we make haste to add that much fertile ground awaits the enterprising theatreman concessionaire.

These roundhouse figures in themselves are of little help to the contributing businessman, however, and may only put him in the position of the taxpayer sizing up the Federal budget for the year; impressed but marginally involved.

Basic to the badly needed boost in grosses at the nation's boxoffices are the increased admissions prices being charged on more and more films that are meant to be sold as "big" pictures. Overall attendance increases have also been registered consistently over the past five years. This greater audience for films has demonstrated it is willing to pay more for the right picture, provided, of course, that the theatre meets contemporary standards.

Keeping pace with price fluctuations at the boxoffice has been the pricing of substantially the same concessions line offered by motion picture theatres for some years. The basic refreshment items including candy, popcorn, soft drinks, ice cream, hot dogs, hamburgers, pizzas, coffee, and french fries, have undergone several price hikes and profit conscious concessionaires have, in many cases, adopted line policies whereby large-sized everythings are all that is offered.

With a 25 cent figure as a minimum purchase sales goal per stand patron, you can see the possibilities for rich revenues. In actuality, however, the concessions gross has been amounting to approximately 25 per cent of boxoffice gross. While the average admission price has climbed from 50 cents five or ten years ago, to something like 75 cents today, you can still see that, with upwards of 2.3 billion admissions annually, we are operating on a sale-per-paying-patron of a little more than ten cents.

Five years ago, nearly every theatre in the country (upwards of 90 per cent, and in some cases, nearly 100 per cent) sold candy, popcorn and drinks, while nearly every drive-in was selling these basics plus hot dogs, ice cream and coffee. More than half were handling hamburgers, bar-b-que, and pizza. Price leaders, according to our records, were the ten cent bag of popcorn, the ten cent drink, the nickel candy bar and the 15 cent hot dog. Pizzas were going in many sizes, but 60 cents was the most favored price for a medium sized pie.

Today, the 15 cent hot dog, the nickel candy bar and ten cent bag of popcorn are scarce, and, where outside operators work the theatre concession, probably non existent.

Price juggling, experimenting with different sized items, and varying the line are all basic to aggressive salesmanship. To the theatre that depends on extra profits to stay in the black, we suggest scouting around to find out what the competition is doing; including other fast food situations.

PHYSICAL THEATRE • EXTRA PROFITS • Sectional department of MOTION PICTURE EXHIBITOR, published once a month by Jay Emanuel Publications, Inc., 317 North Broad Street, Philadelphia, Pennsylvania, 19107. All contents copyrighted and all reprint rights reserved.

Al deProspero, editor

CONSTANT REFOCUSING IS UNNECESSARY

when you use modern first-surface (front coated)

TUFCOLD DICHROIC REFLECTORS

The aperture and lens never become excessively hot. Film gate heat is reduced 50% and emulsion blistering and film buckling are eliminated.

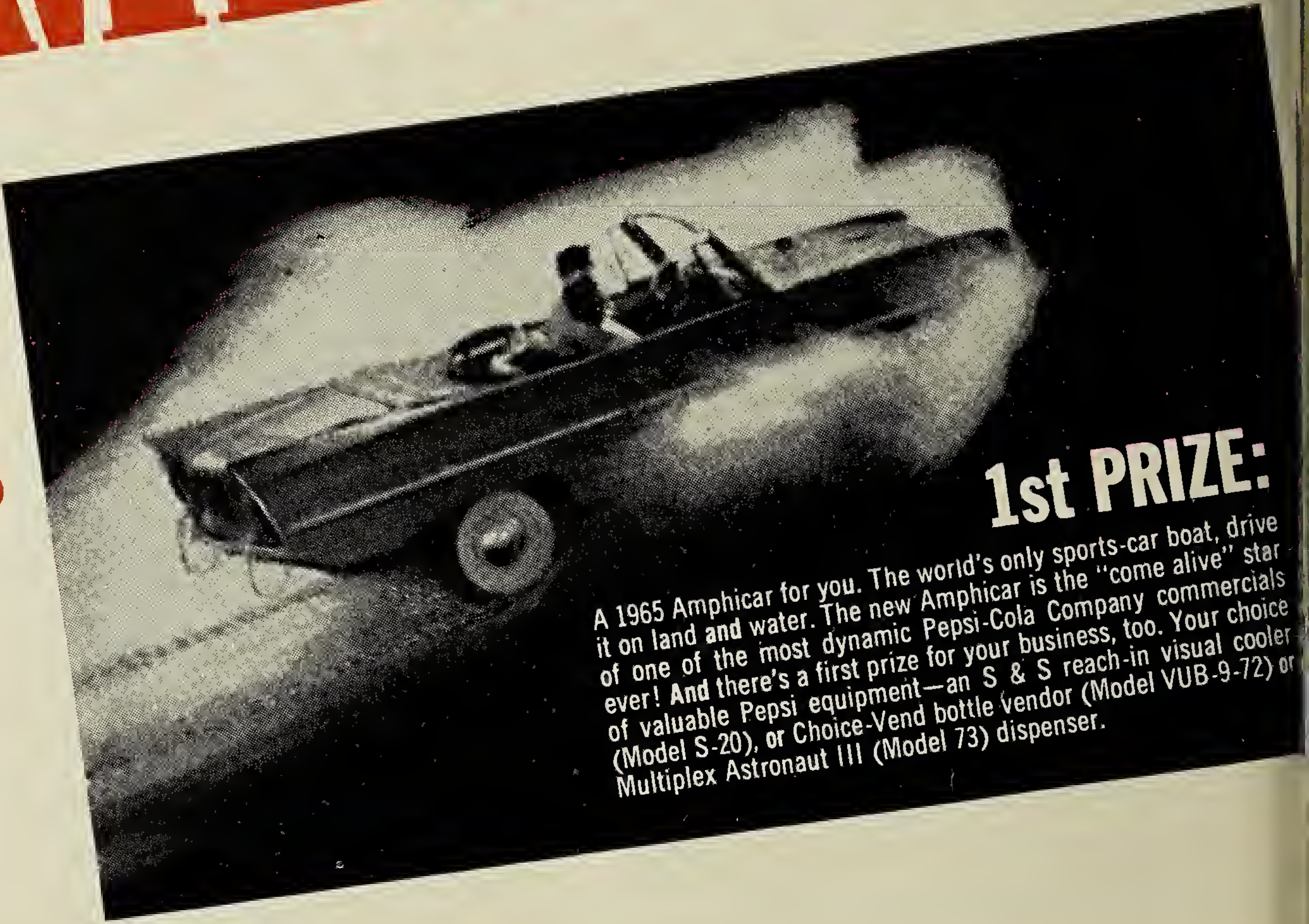
See your dealer for the size you need or write for data on sizes for all lamps.

THE
Strong
ELECTRIC
CORPORATION
21 City Park Avenue
Toledo, Ohio 43601
Phone (419) 248-3741

Enter the Pepsi-Cola

"COME ALIVE"

WIN:



1st PRIZE:

A 1965 Amphicar for you. The world's only sports-car boat, drive it on land **and** water. The new Amphicar is the "come alive" star of one of the most dynamic Pepsi-Cola Company commercials ever! **And** there's a first prize for your business, too. Your choice of valuable Pepsi equipment—an S & S reach-in visual cooler (Model S-20), **or** Choice-Vend bottle vendor (Model VUB-9-72) or Multiplex Astronaut III (Model 73) dispenser.

HERE'S A TRADE SWEEPSTAKES THAT'S EASY TO WIN... IF YOU KNOW SOMETHING ABOUT PEPSI AD POWER.

This is all you need to know! Pepsi is moving a whole generation—millions of younger, richer, more active people—toward you, with the most exciting, most complete advertising campaign America has ever seen!

The Pepsi generation takes over TV! Your customers are watching more Pepsi-Cola commercials than ever before—on 15 top-rated weekly shows. Plus the Pepsi-Cola Company-sponsored Miss America Pageant—the biggest single TV show of them all. (Sixty-five million viewers every year!) And that's only a fraction of the total TV impact. Because local Pepsi-Cola Bottlers' TV schedules are actually five times heavier than the network campaign.

The Pepsi generation takes over magazines! With 122 ads in 19 magazines! Including top youth magazines that aim the Pepsi message directly at thirsty young America—your largest soft-drink customers.

The Pepsi generation takes over on the local level! With thousands of big-space newspaper ads. Plus exciting saturation-schedule radio commercials that make every market "come alive"!

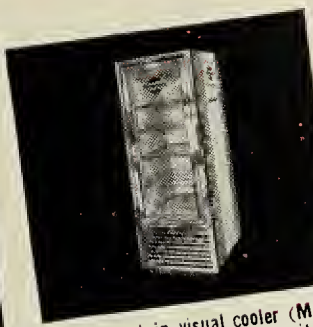
And when Pepsi promotes, old records tumble . . . profits soar! There's the just-completed $2,000,000 Shopping Spree. Biggest, most successful retail promotion in advertising history. And the new Miss America "Matching Picture" Contest helps you tap the huge sales appeal of the Miss America Pageant itself! That's the story. *NOW YOU'RE SET TO ENTER THE TRADESTAKES.*

"PEPSI-COLA" AND "PEPSI" ARE TRADEMARKS OF PEPSI-COLA COMPANY, REG. U. S. PAT. OFF. © 1965, PEPSI-COLA COMPANY

TRADESTAKES!

THREE 2nd PRIZES:

Each winner gets a Nu-Sport Sand Sailer—a land "boat" that can hit up to 70 MPH. Sand Sailers are featured in another action-packed Pepsi-Cola Company commercial. **And winners also get valuable Pepsi equipment—a Vendorlator cup vendor (Model PM-1C) with special crushed-ice feature.**



S & S reach-in visual cooler (Model S-20). A complete selling unit designed to sell Pepsi-Cola Company products in big volume. It has a large cooling capacity. It's colorful. Brightly lit. With a giant interior display area.

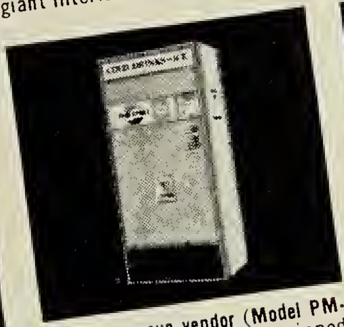
Choice-Vend bottle vendor (Model VUB-9-72). A big-capacity, brightly illuminated automatic bottle-vending machine with push-button operation. Vends Pepsi and Diet Pepsi. Comes in attractive colors.

FIVE 3rd PRIZES:

Winners receive a Suzuki motorcycle, with electric starter, plus winner's choice of valuable Pepsi equipment—an S & S reach-in visual cooler (Model S-20), or Choice-Vend bottle vendor (Model VUB-9-72) or Multiplex Astronaut III (Model 73) dispenser.

THIRTY-ONE 4th PRIZES:

Each 4th-place winner takes his choice of valuable Pepsi equipment—an S&S reach-in visual cooler (Model S-20), or Choice-Vend bottle vendor (Model VUB-9-72) or Multiplex Astronaut III (Model 73) dispenser.



Vendorlator cup vendor (Model PM-1C) with crushed ice is equipped with special features to merchandise Pepsi-Cola Company products effectively . . . multi-flavor selection . . . illumination . . . crystal-clear crushed ice.

Multiplex Astronaut III (Model 73) dispenser gives dependable, continuous flow, draws any size Pepsi, Diet Pepsi or other product of Pepsi-Cola Company. Faucets are dependable "pull-out" design. Urethane insulation.

OFFICIAL ENTRY BLANK

HERE'S HOW TO ENTER. ANSWER THESE FOUR QUESTIONS AND YOU CAN WIN:

All correct answers appear in this advertisement.

RULES: 1. On this official entry blank, print your name and home address, your title, company name and business address. After you have fulfilled contest requirements below, tear along the dotted line and mail your completed entry to: Pepsi-Cola "Come Alive" Tradestakes, P.O. Box 631, New York, N Y 10046.

2. In the space provided, select the correct answer to each of the four questions. For each question, place a check mark in the space corresponding to the answer you select. No purchase required to enter.

Be sure you answer all 4 questions

3. Enter as often as you wish. Each entry must be on an official entry form or hand-drawn facsimile and must be mailed separately. Entries must be postmarked by midnight, September 15, 1965, and received by midnight, September 20, 1965.

4. All correct entries will participate in drawings to determine winners. Drawings will be conducted by D. L. Blair Corporation, an independent judging organization, whose decisions are final. Limit of one prize to a family.

5. The "Come Alive" Tradestakes is open only to employees and operators of businesses which regularly sell or vend soft drinks in the normal course of business operations. Employees of Pepsi-Cola Company, Pepsi-Cola Bottlers, D. L. Blair Corporation, their families and their advertising agencies are not eligible to enter. Sweepstakes subject to all federal, state, local and entrant's employment regulations. Void where prohibited by law.

6. No substitutions will be made for any prize offered. Tax liability on prizes will be the responsibility of prize winners. Winners will be notified by mail within 30 days after the offer closes. All entries become the property of Pepsi-Cola Company.

PEPSI·COLA ®

1 The Pepsi-Cola Company-sponsored Miss America Pageant has TV's largest audience every year. How many people watch it? **CHECK ONE:** 1. ☐ 22 million viewers. 2. ☐ 44 million viewers. 3. ☐ 65 million viewers.

2 You know that dynamic Pepsi-Cola commercials appear all year long on top network TV shows. Do you know how many weekly TV shows? **CHECK ONE:** 1. ☐ 4. 2. ☐ 8. 3. ☐ 15.

3 19 leading national magazines will carry how many exciting Pepsi ads? **CHECK ONE:** 1. ☐ 80. 2. ☐ 104. 3. ☐ 122.

4 Pepsi-Cola Bottlers' local TV commercials really work for you. Their schedules are **CHECK ONE:** 1. ☐ Less than the national schedule! 2. ☐ Equal to the national schedule! 3. ☐ Five times greater than the national schedule!

Remember—you can find correct answers in this advertisement.

Mail completed entry to: PEPSI-COLA "COME ALIVE" TRADESTAKES, P. O. BOX 631, NEW YORK, N.Y. 10046.

Name______	Company Name______
Home Address______	Title______
City______	Business Address______
State______	City & State______

Spotlighting

america's theatre supply dealers

■ NO ONE HAS TO TELL EXHIBITORS that the theatre supply dealer is one of the most important people in their day to day business life. The services rendered by the supply dealer and the stock on his shelves are indispensable to the successful operation of any of the nation's 17,500 motion picture theatres.

This service and supply arm of the industry is comprised of approximately 150 dealers spread over the continental U. S. and Hawaii. (Alaska, on last check, was without a full-service dealer). Many of these companies offer a complete theatre service covering everything from planning and technical advice to supplying, installing, and financing the equipment and furnishings for an entire theatre.

During the next few years, we can expect to see the supply dealers of the industry assume an even greater role in the course of American exhibition. Older theatres were the first to realize that the growing number of shopping center theatres, with their new physical

(*Continued on Page* PE-19)

PHYSICAL THEATRE

Vol. 20, No. 8 **August 18, 1965**

TEDA'S PRESIDENT, NTS HEAD CITE VITAL ROLE OF THE SUPPLY DEALER

By W. J. Turnbull

President
National Theatre Supply

THEATRE PATRONS, sitting in comfortable seats in an attractive, well-run theatre never think about what goes into the building, furnishing and operation of that theatre; but exhibitors know only too well. And they also know how confused and difficult things would be without a reliable theatre supply dealer.

TURNBULL

Just as the modern supermarket has nearly everything a housewife needs, so too, your theatre supply dealer offers you a clearing house for the many products and services used by indoor and drive-in theatres. He specifies, supplies and installs projectors, sound systems, screens, chairs, arc lamps, carpeting, rectifiers, concession equipment, draperies, poster cases, marquee letters, drive-in speakers and hundreds of other items. On one job alone, he may have to write 50 or more purchase orders!

More important in many ways than

(*Continued on Page* PE-22)

By Spero L. Kontos

President
Theatre Equipment Dealers Assoc.

THE COMING DECADE promises to be one of great prosperity for the motion picture industry, resulting in tremendous potential for the theatre equipment dealer. The theatre building program, both for hardtops and drive-ins, should continue, and a large percentage of existing theatres will be compelled to engage in extensive remodelling programs if they are to successfully compete for their share of the entertainment dollar.

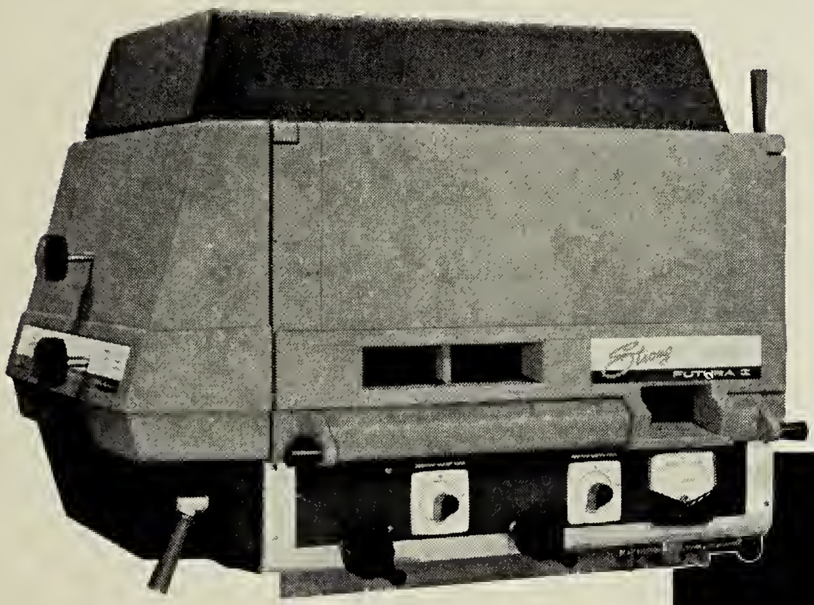
However, to transform this potential into sales, the dealer must prepare himself and his organization to serve the needs of the industry. Technical problems are becoming more complex, and therefore, the needs of the exhibitor more demanding.

The exhibitor, more and more, will look to the dealer to provide a complete packaged service, which will include total engineering and technical guidance, equipment and furnishings, financing plan, and total service.

The dealer must strive to remain abreast of the latest technical developments so that he can accurately guide

(*Continued on Page* PE-22)

Only the Arc Lamp Manufacturer



who is the largest in the world, has built the greatest number of carbon arc lamps, the most different models, and who builds lamps that deliver maximum light requirements for indoor and drive-in screens, could have developed the beautiful new

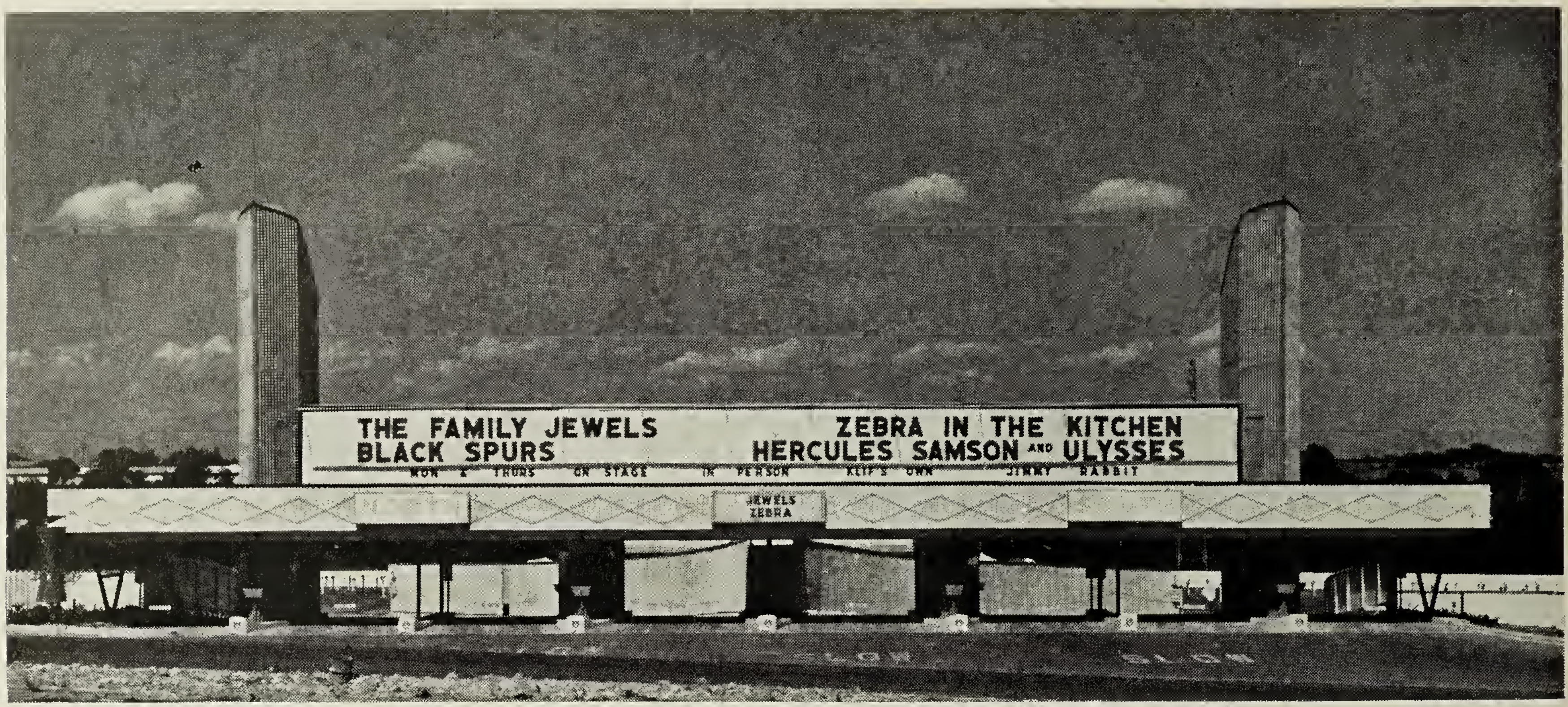
FUTURA

That's why Strong lamps are used in 70% of all U. S. theatres. Your Strong dealer will be happy to show you the Futura or you can obtain literature by writing . . .

THE Strong ELECTRIC CORPORATION

21 City Park Avenue Toledo, Ohio 43601
Phone (419) 248-3741

Note: Strong also is the only American Xenon lamphouse manufacturer.


THE FAMILY JEWELS
BLACK SPURS
ZEBRA IN THE KITCHEN
HERCULES SAMSON AND ULYSSES
MON & THURS ON STAGE IN PERSON KLIF'S OWN JIMMY RABBIT
JEWELS
ZEBRA

Main entrance to the twin drive-in's North and South Theatres, each having four admission lanes.

new dallas twin one of the south's finest drive-ins

GEMINI TWIN D-I LAUNCHED

■ Barton McLendon and his son Gordon wanted to give Dallas the finest (if not the largest) Drive-In Theatre in Texas, when their new Gemini Twin Drive-In opened for business.

The Gemini Twin was built at a cost reported to be in excess of $1.5 million, and this spectacular new entertainment complex reflects the best that money and imagination can provide. Two enormous screens, each 135′ wide, located nearly 800′ from a common projection booth which houses two complete sets of projection and sound equipment, presented a real challenge for acceptable screen lighting.

The screen surfaces are flat white (no brightness gain). An unusual amount of extraneous light from mercury lights from an adjoining super-highway and multi-colored neon signs complicated screen lighting problems. These interfering lights were beyond the control of the management and placed a very heavy demand on the projection screen lighting equipment in order to overcome the stray light problem.

Four Ashcraft Super Core-Lite High Intensity arc lamps, powered by four Ashcraft 170 ampere, 12 phase, high reactance Selenium Rectifiers were installed to operate with four Simplex X-L Drive-In type projectors.

The reflected metered light measured 5-6-5¼ foot lamberts from a flat picture aspect ratio of 185/1. This is a high percentage of white light distribution of 83 per cent plus.

Equally impressive were reflected light readings using the CinemaScope aspect ratio with reverse anamorphic attachments using 4.75″ E. F. back-up lenses (the equivalent of 9.50″ E. F. under standard anamorphic optical conditions).

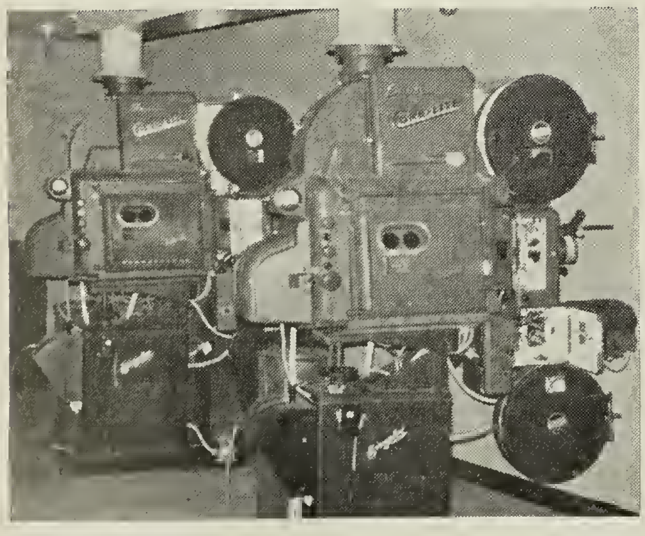
Excellent screen lighting and projection equipment are not the only standout features of the Gemini. Slightly under 2,000 Simplex In-Car speakers were installed and are driven by a custom-designed Simplex-Altec twin drive-in sound system of 1,050 watts power.

Eight traffic lanes are required to handle the flow of admissions at the Gemini, all controlled by Eprad Car-Chek admission accounting systems.

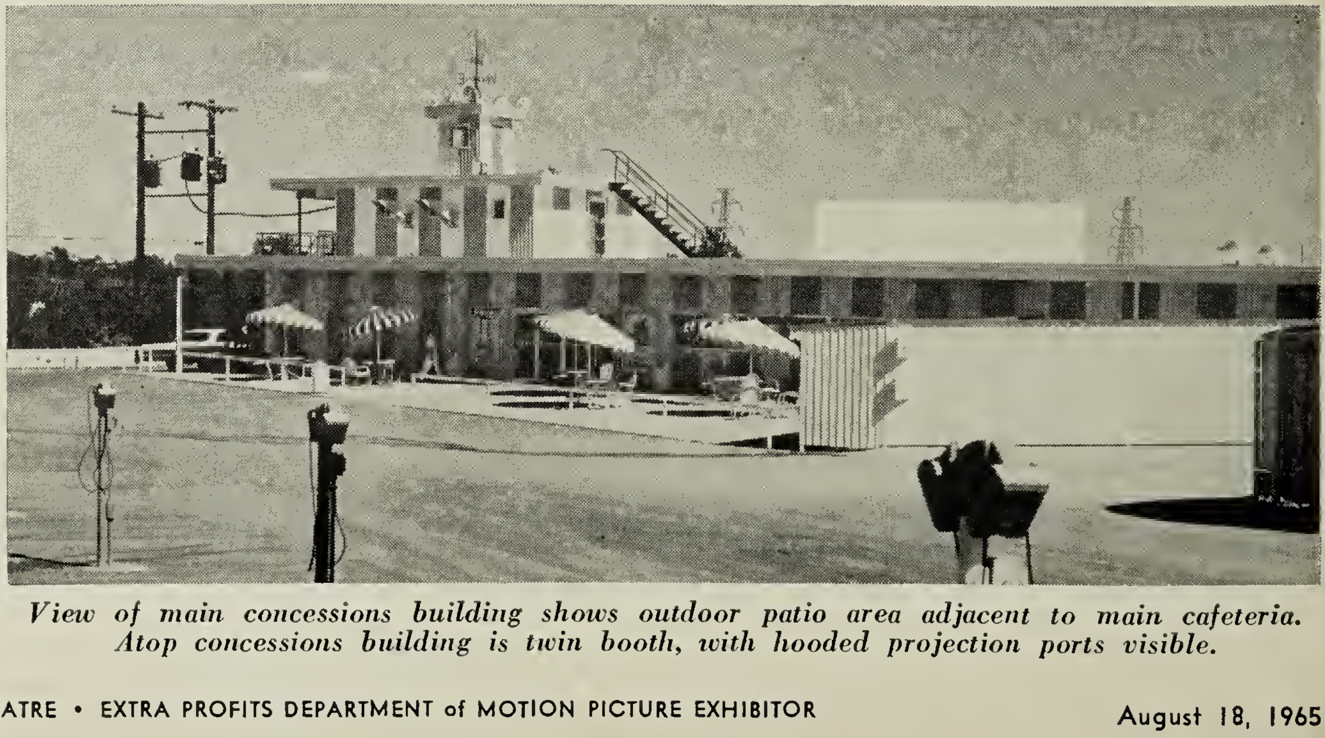
Every square foot of the drive-in area is surfaced with an average of 4″ thick asphalt over a heavy rock and gravel base-which actually conforms to state highway road specifications.

The phrase 'concession stand' is a misnomer for the Gemini Twin; it is really a king-size cafeteria. Combined in the completely air-conditioned main building with the twin pro-

(*Continued on Page* PE-19)



Two of four Simplex X-L's showing Super Core-Lite lamps and XL soundheads.



View of main concessions building shows outdoor patio area adjacent to main cafeteria. Atop concessions building is twin booth, with hooded projection ports visible.

ART BALDWIN, theatre man

Art Baldwin has probably sold enough theatre chairs to seat everybody in Hollywood. Enough carpet to cover an airport. Enough projectors to outfit every theatre in the country called "The Strand." And enough drive-in speakers to put one in every car in the Yankee Stadium parking lot.

He's sold everything that goes on, inside or outside the four walls of a theatre. And he's sold a lot of it. Thirty years worth. So he knows what he's talking about when he's talking theatres. And how to make them more attractive, more efficient, more profitable.

Art heads up our New York office. But you don't have to come to New York to find a man who looks at theatre problems from your point of view. Just call or visit any NTS branch and you'll find a man of Art's calibre to look out for your best interests.

Art Baldwin's a theatre man . . . a National theatre man.

N.T.S. **National**
THEATRE SUPPLY COMPANY
Subsidiary of General Precision Equipment Corporation GP

BRANCHES COAST TO COAST • HOME OFFICE, 50 PROSPECT AVENUE, TARRYTOWN, NEW YORK • PHONE MEDFORD 1-6200

Kailua D-I Hawaii's Newest

Spectacular Location On Island Of Oahu Created By Cutting Into A Mountainside

During construction phase at the Kailua D-I, on the island of Oahu, Tilden A. McKee (Left) superintendent of building and maintenance for the D-I, and Ballantyne's Ed Nelson compare notes.

■ One of the most beautiful drive-ins in all the world recently opened—the fabulous new 1,700-car Kailua Drive-In Theatre, Oahu, Hawaii, which was completely equipped by Ballantyne Instruments and Electronics, Inc., Omaha, Nebraska. The Kailua Drive-In is owned by Consolidated Amusement Co., Ltd, Honolulu, Hawaii.

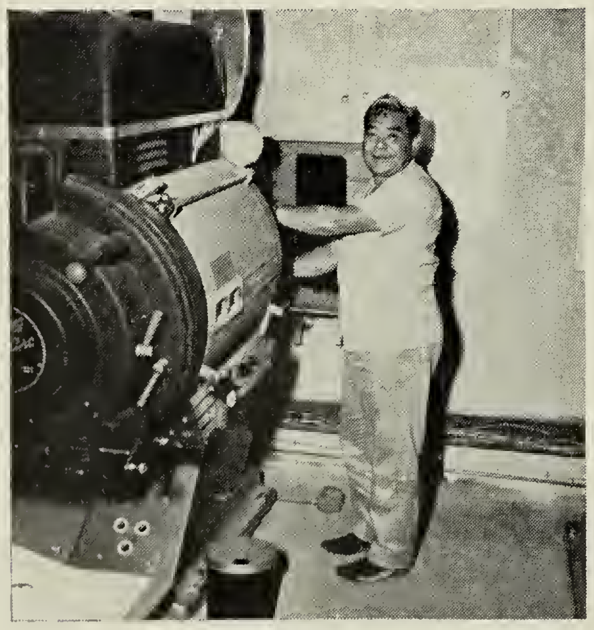
Carved out of a mountain side, this drive-in has breathtaking scenic beauty in all four directions. The 140 foot wide screen tower is located in the West in front of Mt. Pali. Thousands of banana trees form a magnificent backdrop. At night there is a spectacular view of the lights of the city of Kailua reflecting off the waters of the blue Pacific.

To create this fabulous setting involved major engineering and earth moving. 750,000 yards of soil were removed and a like amount used for fill. Strangely enough, cutting away a part of the mountain did not detract but actually adds to the colorful beauty of the drive-in setting. The exposed area is in many shades of rich red leading to black rock creating an exotic contrast to the green foliage.

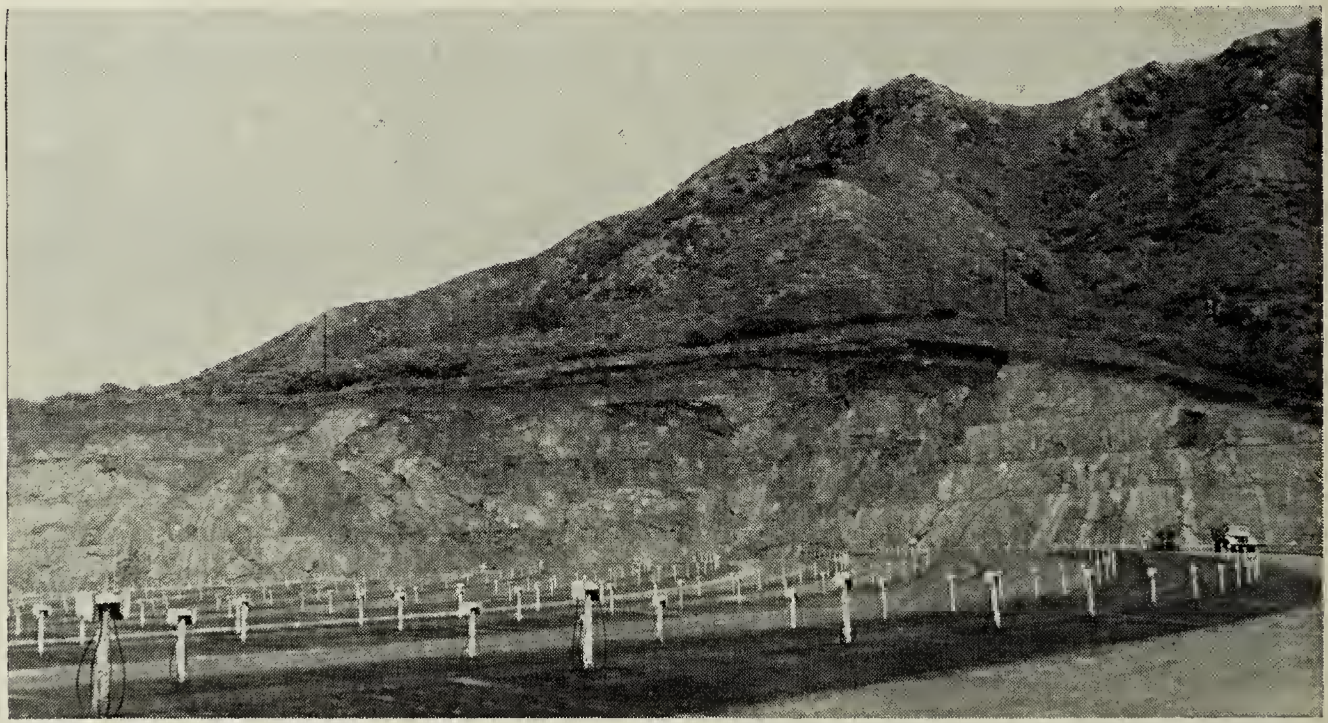
Edward J. Nelson, vice-president and general manager of Ballantyne flew to Hawaii to personally supervise the installation of sound and projection equipment as well as all concession equipment for the Kailua Drive-In Theatre.

The projection room contains the very latest equipment including Norelco 70/35mm projectors, Kollmorgen and Norelco lenses, Strong Jet Arcs, Neumade and Goldberg film handling equipment, Ballantyne MX amplifiers and Ballantyne Tran-

(Continued on Page PE-12)

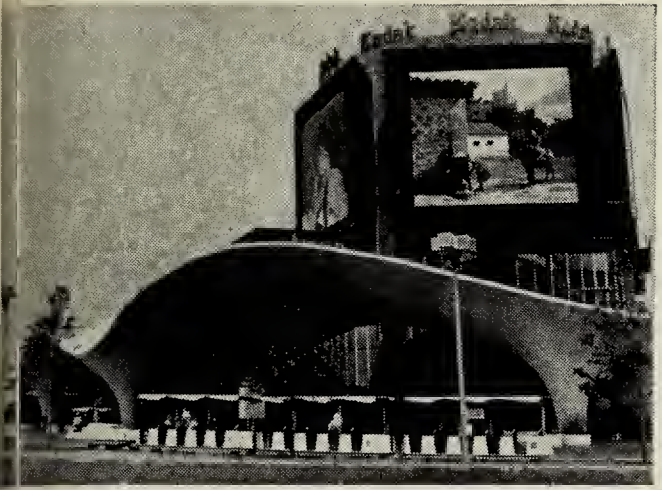


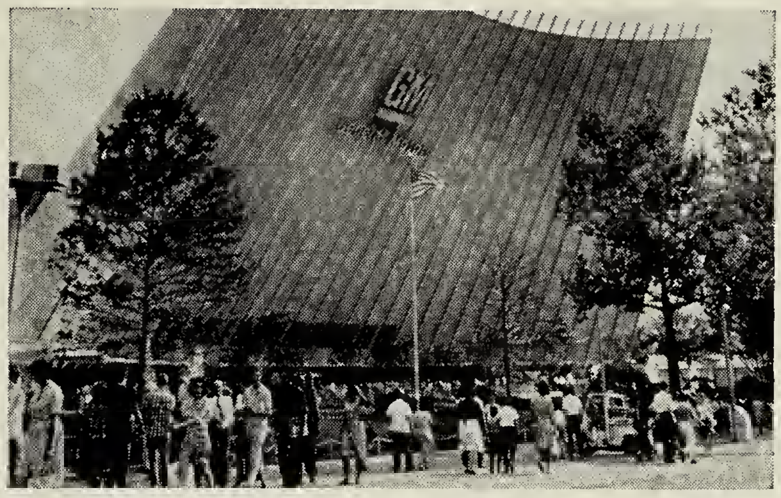
"Smiling" Sam Kaneshiro, sound and projection engineer at the Kailua, with new Norelco 70/35mm's and Ballantyne 6/4/1 transistor sound.

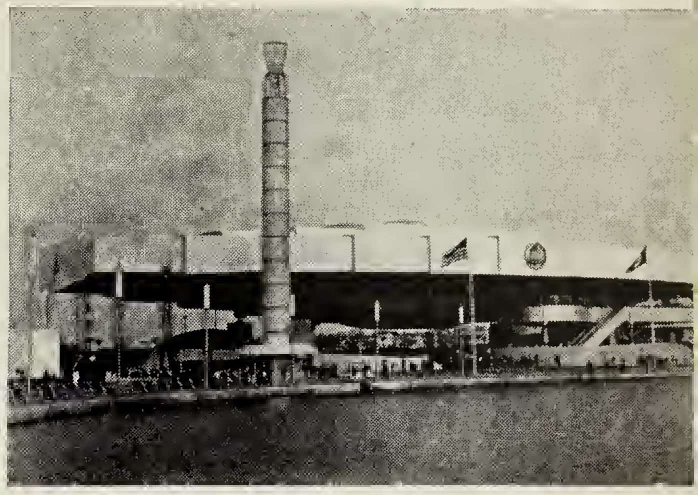


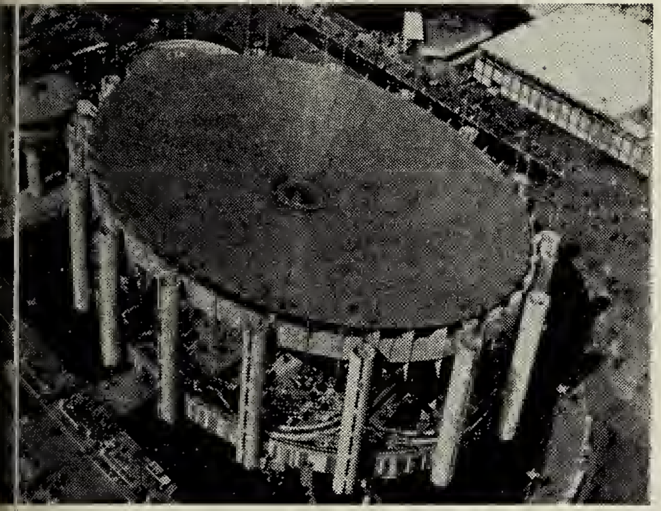
About 750,000 yards of soil were removed from the mountain side to make way for the drive-in ramps. Amount of cut needed to create this magnificent site can be gauged by comparing size of two trucks (Right) to the base.

Norelco® projectors are everywhere at the Fair educating, intriguing and entertaining


stman Kodak Pavilion
Norelco AA II 70/35mm Projectors
pplied by Reevesound Company, Inc.


General Motors Pavilion
10 Norelco 16mm Projectors
Supplied by Reevesound Company, Inc.

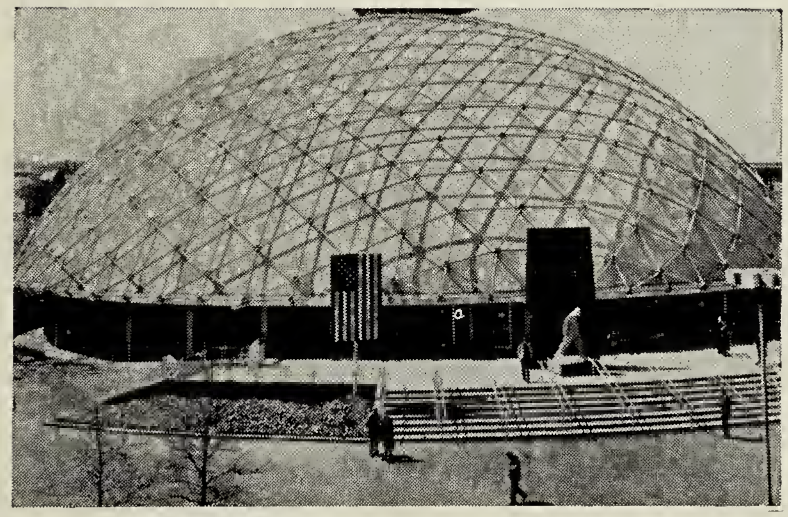

Bell System Pavilion
65 Norelco 16mm Projectors
Supplied by Reevesound Company, Inc.

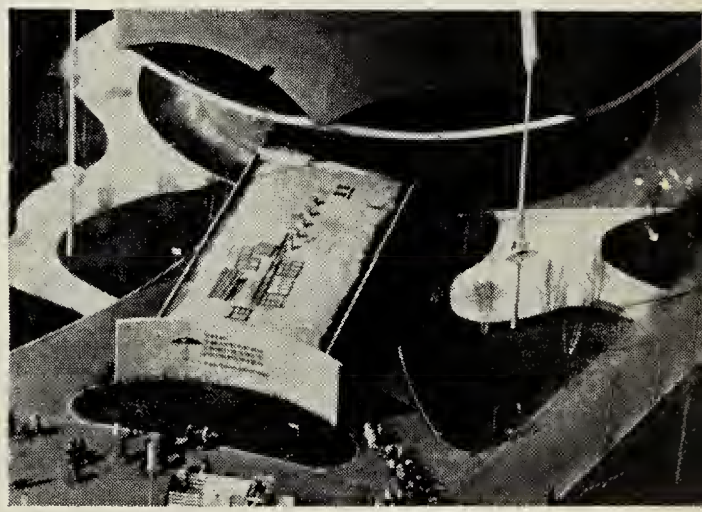

w York State Pavilion
Norelco Super Pulse-Lite 35mm Projectors
pplied to Coleman Productions, Inc.
Magna-Tech Electronic Co., Inc.

Power and Light Pavilion
5 Norelco Pulse-Lite 35mm Projectors
Supplied by Reevesound Company, Inc.

Spanish Pavilion
2 Norelco 35mm Projectors
Supplied by National Theatre Supply Company

sh Pavilion
relco 16mm Projector
pplied by Reevesound Company, Inc.


Churchill Exhibit
Norelco 16mm Projector
Supplied by Jerome Menell Company, Inc.

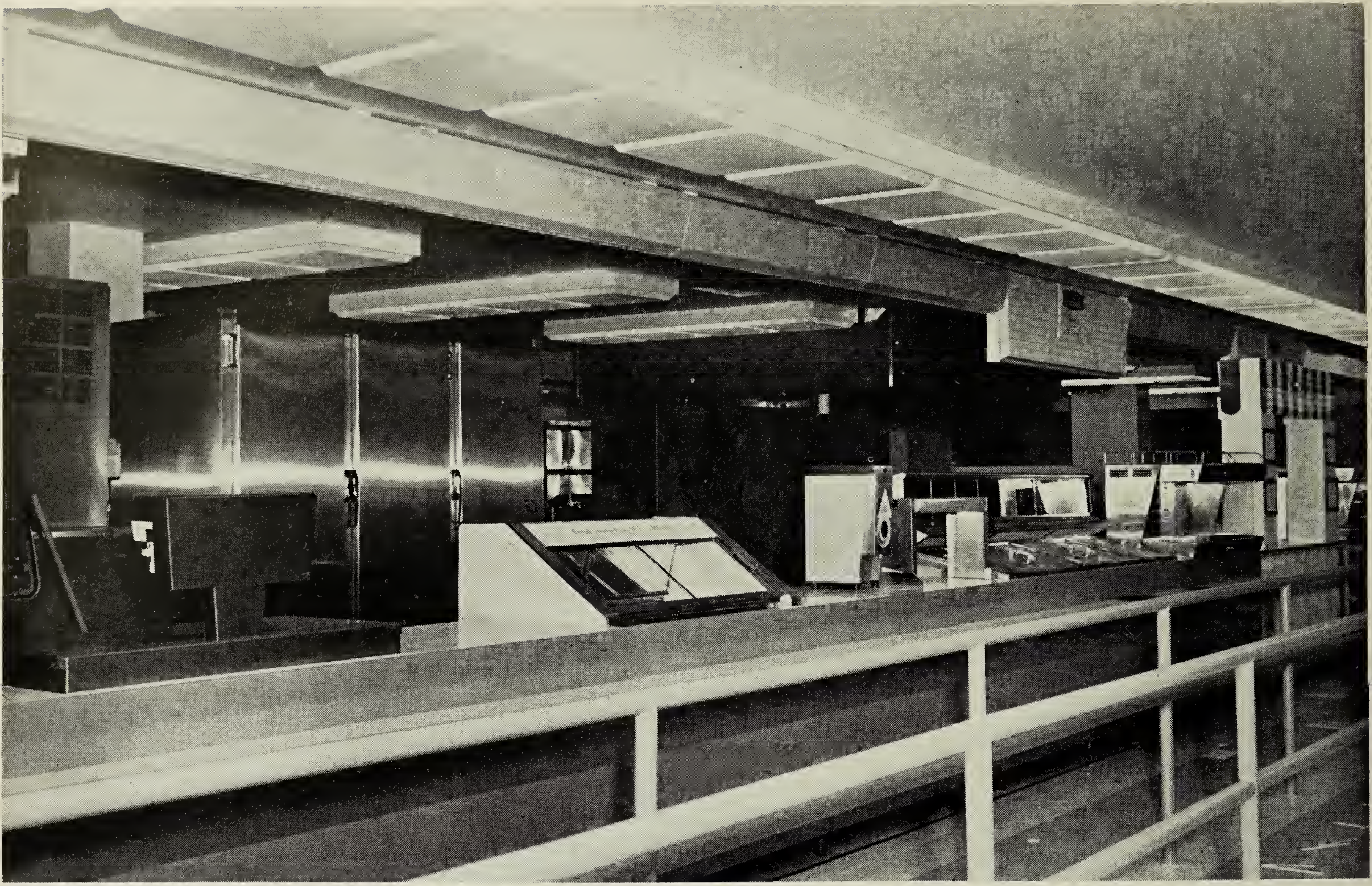

Travelers Insurance Pavilion
Norelco 35mm Projector
Supplied by Reevesound Company, Inc.

lly Graham Pavilion
relco AA II 70/35mm Projector
pplied by National Theatre Supply Company

Du Pont Pavilion
2 Norelco AA II 70/35mm Projectors
Supplied by National Theatre Supply Company

General Cigar Pavilion
Norelco 16mm Projector
Supplied by Reevesound Company, Inc.

NORTH AMERICAN PHILIPS COMPANY, INC., MOTION PICTURE EQUIPMENT DIVISION, 100 EAST 42nd STREET, NEW YORK, N. Y. 10017



Stainless steel equipment was picked for four identical orange and yellow formica counters for easy maintenance at 1,700 car D-I stand.

sistorized pre-amplifiers with complete balancing features and an automatic change over system.

This occasion marked the first time that Ballantyne Dub'l Cone speakers had ever been installed on the island.

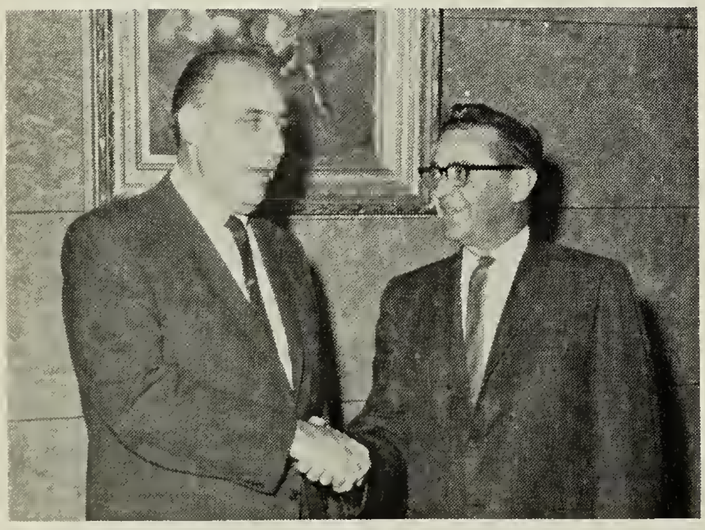
Gleaming stainless steel equipment against four yellow and orange formica counters provide fast service for the patrons. The major concession equipment includes Carrier icemakers, Frigidaire icemakers, Hotpoint fryer, Hotpoint pizza over, Toastmaster warmers, Star foor warmer, Star hotplate, Star food dispensers, Star popcorn warmers, Star butter warmers, Vering refrigerator, and Vering freezer.

A special feature of the concession building are "Air Doors," which produce a sheet of moving air in each opening, making it extremely difficult for flying insects to come through the open doors. The "Air Doors" were designed and made by Tilden McKee, superintendent of Consolidated Amusements. McKee also designed the forced ventilation equipment for the concession area.

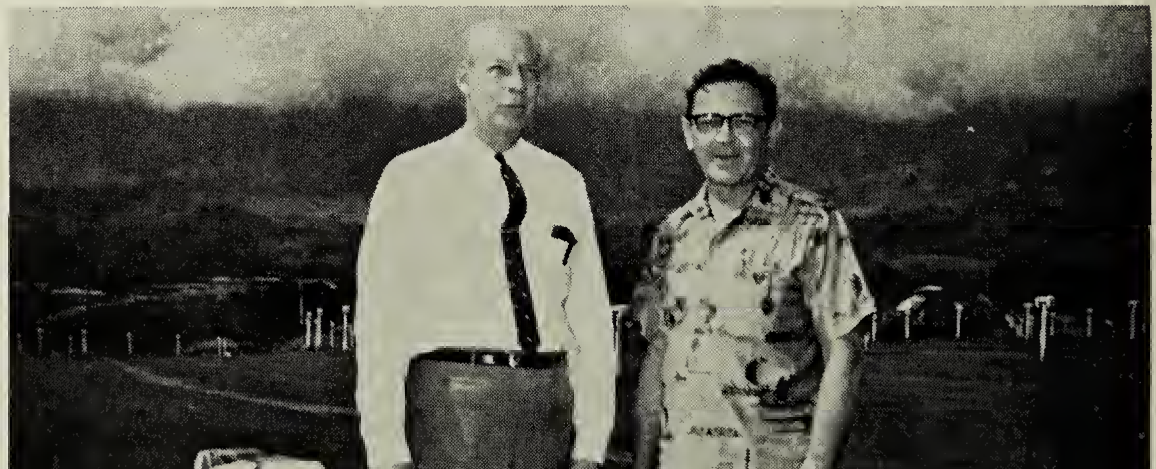
John Traut, Consolidated president, said that, "We have the world's most beautiful drive-in theatre equipped with the finest sound, speakers and projection made."

Charles R. "Bob" Helm, vice-president of Consolidated also congratulated Ed Nelson for the job done by Ballantyne.

Nelson said "In every way I know, this is a terriffic outdoor theatre. Nothing has been spared in equipment and when you combine this with the setting and excellent management, we can only congratulate them and feel proud that Ballantyne has been a part of the project."



Charles R. "Bob" Helm, vice-president of Consolidated Amusements, congratulates Nelson before he departs for the States on a job well done.



With Ballantyne's Ed Nelson is John Traut (R), president of Consolidated Amusement Co., Ltd., who feels that he has "the world's most beautiful drive-in with the most modern equipment made."

Pepsi Launches Tradestakes; Unique Prizes Offered

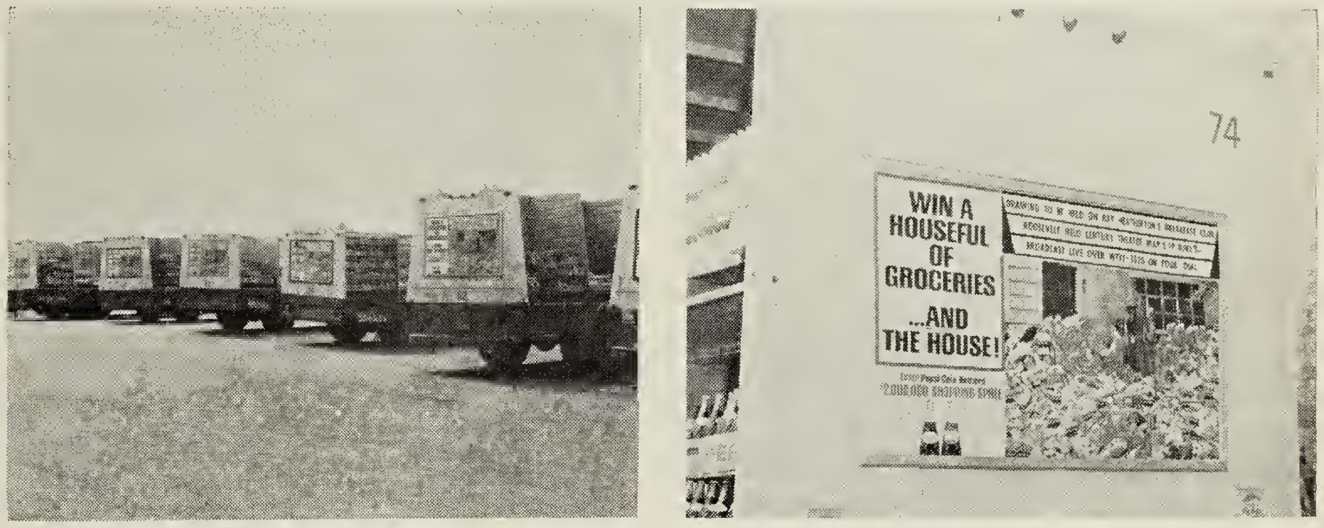
NEW YORK—The "Come Alive Tradestakes," Pepsi-Cola Company's new prize-filled promotional contest for Pepsi dealers and potential new accounts, boasts a first for the industry—a combination of the glamorous merchandise that appears in Pepsi's "Come Alive" TV ads (amphicars, sand sailers and motorcycles) with valuable Pepsi merchandising equipment (Bottle vendors, coolers and fountain dispensers.)

During the actual contest—currently running from Aug. 1st to Sept. 15th—local Pepsi-Cola dealers or potential new accounts may enter by answering four instructive entry-blank questions about the scope and strength of Pepsi advertisements running in the grocery, service station, vending, chain restaurant, institutional feeding, hotels and motels, theatre and sports trade magazines.

In addition, dealer brochures containing both answers and entry blanks will be distributed by local bottlers who will deliver all prizes.

The purpose of the unusual prize structure is to reward winners with prizes both for their business and their personal use. "In other words," says a company spokesman, "just as much as you enjoy your amphicar, you'll enjoy the profits produced by your Pepsi equipment." Initial response is described by the company as enthusiastic.

First prize in the "Tradestakes" rewards structure is the much-talked-about amphicar (an auto doubling as a boat), plus the winner's selection of either (1) A choice-vend bottler vendor; or (2) A reach-in vertical cooler; or (3) A Multi-plex Astronaut III fountain dispenser.



Century's Roosevelt Field Theatre made a tie-up with Pepsi-Cola and W.F.Y.I. in conjunction with the Pepsi-Cola bottlers $2,000,000 Shopping Spree Contest.

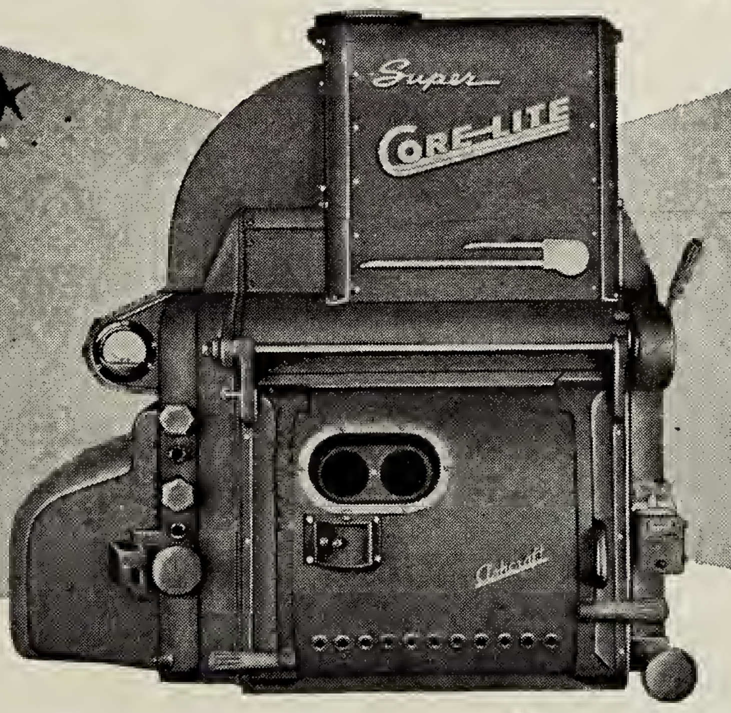
A fleet of 80 Pepsi trucks were moving billboards announcing that the drawings would be conducted at the Roosevelt on the Ray Heatherton breakfast club broadcasting from the theatre.

Each of the three second prizes will be a sand sailer, plus a Vendorlator crushed-ice cup vendor.

Each of the five third prizes will be a Suzuki motorcycle plus the winner's choice of one item from among equipments offered in the first prize.

Thirty-one fourth prize winners will also each get their choice of one item from among equipments offered in the first prize.

All local Pepsi-Cola dealers and potential accounts are encouraged to enter as soon as possible. Entries must be postmarked no later than Sept. 15th and received no later than Sept. 20th, 1965 at the Pepsi-Cola Company, 500 Park Avenue, New York, N. Y.



The Ashcraft SUPER CORE-LITE ®

35/70 PROJECTION LAMP

UNEQUALLED for LARGEST INDOOR THEATRES

UNEQUALLED for LARGEST DRIVE-IN THEATRES

OPTICALLY AND MECHANICALLY PERFECTED TO PROJECT THE MOST BRILLIANT PICTURE POSSIBLE!

Now available with . . . the New Core-lite Front Surface Coated Cold Reflector with a 2 Year Warranty

Registered Trade Mark ® SOLD EVERYWHERE IN THE UNITED STATES BY LEADING AUTHORIZED THEATRE SUPPLY DEALERS

C. S. ASHCRAFT MANUFACTURING CO., INC.
36-32 THIRTY-EIGHTH STREET, LONG ISLAND CITY, NEW YORK

EXTRA PROFITS

Devoted exclusively to refreshment operations at indoor and drive-in theatres, sales of confection, popcorn, beverages, food and other profit producing items, food preparation and vending equipment, concession management and design.

Al deProspero, editor **August 18, 1965**

Merchandising Popcorn In The Theatre

Building Your Own Incentives A Starter

IF IT'S AN INCENTIVE you need to stimulate your interest in merchandising theatre concessions items generally, just check our editorial for this issue. With the prospects cited for 1965 proving a record sales year at theatre concession stands, every profit conscious exhibitor will re-evaluate his merchandising schema, looking for areas that have been neglected or can stand some real improvement.

One of the most profitable items for intensive merchandising efforts in the theatre has been popcorn. This item, popular with all age groups and carrying one of the best profit margins of any fast food item, can be sold hard, imaginatively, and effectively.

Promotions have never been the real problem with popcorn—one of the most colorful stand items ever carried by theatres. Rather, the difficulty remains convincing theatremen that the extra effort involved can pay the handsome dividends it does.

The major film companies, for example, have been heard to register complaints against exhibition for lethargic selling of screen fare, when most of the basic materials for campaigns are readily available and the exhib need only look for the most promising local applications of pre-planned tie-ins and displays.

Popcorn, like pictures, has received a great deal of promotional support from both institutional sources and individual equipment suppliers and manufacturers alike. Even at a price of ten cents a bag, this item scored heavily in the theatre market and was carried by virtually every drive-in theatre and all but a few indoor houses at last check.

Considering the cost of raw corn, seasoning, and the marginal equipment outlay, the item remains a food operator's dream. It has retained its popularity with both the kids and adults alike, and deserves whatever special merchandising emphasis you can place on it to boost its appeal.

By and large, nothing sells popcorn quite as effectively as popcorn. The sight of freshly popped corn, or better yet, a popper in action, is one of the best attention getters at the concession stand. You need only put the display unit where it will be seen by your patrons to get off on the right foot.

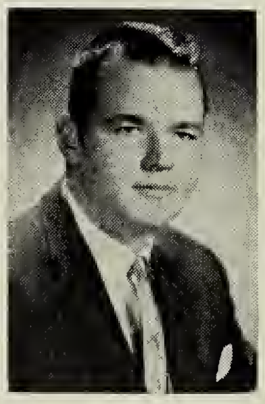
We have emphasized time and time again, the importance of rigid quality control in the preparation and storage of finished corn. Check periodically to make sure oil to corn ratios are being followed by stand help, and no better final test exists than actually sampling the finished product for looks, seasoning, and thorough popping.

Salted corn, of course, works like the pretzels on the bar counter. The item is a natural for all kinds of drink tie-ins, and promotion conscious drink manufacturers and bottlers have developed a variety of promotions that, if put to work, can be sure-fire profit generators. The old adage of advertising attracting attention to itself holds here. Calling attention to any product is the end of all such activity—with an eye towards stimulating purchase. With impulse items, the need to capture the prospective buyers' attention quickly and positively is the thing. Popcorn, like few other items, has proven its ability to get those impulse sales.

With a little razzle-dazzle, it will pay off more than you might expect from many other items in your concessions line. If you haven't tried some of the stock promotions like ticket and charm "plants"—two-for-the-price-of-one drink tie-ins, and some of the many others, give it a go. And watch your sales jump while you're having some fun!

Krueger Named NAC V-P

CHICAGO—Ronald P. Krueger, president of the Fred Wehrenberg Circuit of Theatres, St. Louis, has been appointed a regional vice-president of the National Association of Concessionaires, it was announced by NAC president Edward S. Redstone, Boston, Mass.


KRUEGER

Krueger, who is a member of the association's concessionaire segment, will represent Region 4 for NAC, which embraces the states of Iowa, Minnesota, Missouri, Nebraska, North and South Dakota.

He is the third generation to operate the Fred Wehrenberg Circuit of Theatres, which has pioneered motion picture theatres in the St. Louis area. The circuit has been in business for 59 years. He succeeded his late father, Paul L. Krueger, as president of the company after his death in August, 1963.

Record Vending Sales

CHICAGO — Americans' purchases from vending machines doubled in the last 10 years and are expected to reach $5.5 billion annually by 1970.

These and other trends together with statistical data were revealed in a review of "Vending in 1964" by the National Automatic Merchandising Association, trade group of the merchandise vending business.

Recognized recently by President Lyndon B. Johnson as "a large and growing part of our economy" with more than 30 billion coin transactions a year, the American vending industry reached new highs last year in product sales as well as in the manufacture of vending equipment.

The President's recent message to the Congress asking for new coinage cited the growing role of vended foods and revealed that 1,500,000 Americans rely on vended foods for at least one meal each day.

While spectacular machine innovations were lacking, 1964 sales of vended merchandise reached $3,494,000,000, almost twice the volume for 1954. Vended soft drink sales in 1964 alone surpassed the entire vending industry's $600 million sales of 1946.

Production of new machines in 1964 also topped all previous dollar totals, with more than $183 million worth of equipment shipped by 66 vending machine manufacturers, the report reveals.

Expansion of vended food and refreshment services in colleges, hospitals, and factories accounted for much of the American consumer's higher expenditure for vended goods. Record sales were achieved in all product categories, ranging from soft drinks, coffee, candy, and cigarettes to sandwiches and ice cream, according to the report.

Coffee sales advanced by more than 20 per cent over 1963, as Americans purchased more than three billion cups of coffee from machines, worth nearly $270,000,000.

With travel and leisure-time activities occupying more of the public's time, vended services also multiplied in parks, recreation areas, museums, and stadiums. The adoption of food vending service in high schools, especially in California cities, was cited in the association's summary as a new and growing field.

One-third of the $3.5 billion in vended sales took place in factory vending installations, and over 50 per cent of the more than 6,200 vending service companies in the United States now operate food machines, as diversified operations continue to grow in the business. Food sales, however, still consisted mostly of sandwiches, salads, and hot food in cans, with plate lunches and casseroles accounting for only seven per cent of vended foods, the report points out.

Further expansion in industrial locations, new opportunities generated by high school food service, and increasing leisure time hold the brightest promise for vending industry growth in the next five years, according to the trade association's report.

Wineland Begins D-I

WASHINGTON, D. C.—Wineland Theaters announced the acquisition of land on U. S. Route 1 in nearby Laurel, Md., and that construction has started on a 1,000 car drive-in. Features will include a 1½ acre playground and picnic area, permanent outdoor seating for 300, and a spacious air conditioned snack bar.

Lloyd Wineland said of his 13th unit, "We've got to get number 14 real fast; I'm superstitious."

NAC Show To Feature New Products

CHICAGO—Firms who will be introducing completely new items of equipment, products, and services at the 1965 Motion Picture and Concessions Industries Trade Show being held Oct. 27-30 at the Ambassador Hotel, Los Angeles, have been invited by Andrew S. Berwick, Jr., NAC convention program chairman, to participate in a session on Oct. 27, the opening day of the NAC convention, which is being devoted to the subject: "What's New in the Market Place."

Purpose of this unique feature of the NAC convention program is to fully acquaint concessionaires and theatre owners attending the trade show and concurrent conventions of the National Association of Concessionaires (NAC), Theatre Owners of America (TOA), and Theatre Equipment and Supply Manufacturers Association (TESMA) with new equipment, products, services and other innovations currently being introduced.

The NAC-TOA-TESMA trade show, which is now completely sold out, will feature displays by 80 firms accupying 127 booths in the Casino Level of the Ambassador Hotel. Exhibits will consist of concession and theatre equipment, candy and confectionery products; syrup and beverage dispensing; specialty food distributors; popcorn machines and popcorn products; food preparation equipment; cups and packaging materials; refrigeration equipment; and manufacturers of food-candy-beverage and cigarette vending equipment and other related products.

SNACK
VOLUME/PROFITS
are greater--per sq. ft....with Gold Medal Snack Equipment

POPCORN | SNO-KONES | COTTON CANDY | CARAMEL CORN

Everyone loves snacks and good snacks build traffic! You can earn up to 90% profit on every sale. . .with Gold Medal's compact, profit-making equipment.

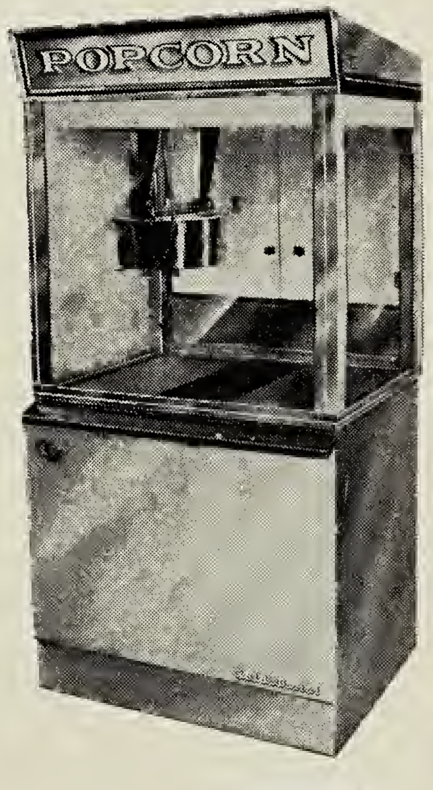
POPCORN
STILL THE #1 PROFIT MAKER!

America's favorite snack produces the greatest profit of them all—over 8c profit for every 10c sale.

New Astro-Pop gives you—

- Best exterior/interior appearance
- Greater popping capacity
- More reliable performance
- Lowest price
- Up to $51.75 sales per hour

Can be used as a separate unit or as part of a Snack Bar.



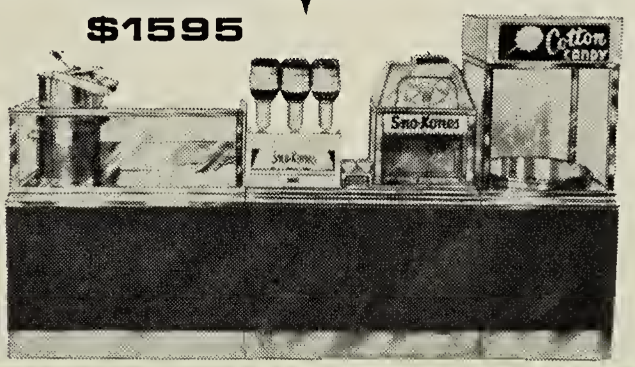
$895

Modular
SNACK BAR
Units

Gold Medal Modular Snack Bar Units give greater profits —in minimum space. Choice of 14 separate, but completely interchangeable units provide a continuous counter with a built-in look, to fit your specific desire and requirement. Buy part now and add later.

This unit (popcorn, Sno-Kones, cotton candy) will produce $225 sales per hour, or—$178 profit!

$1595



If you are not in the snack business profitably, it will pay you to send today for full details and the complete Gold Medal Catalog.

GOLD MEDAL PRODUCTS CO.
1877 FREEMAN AVE. • CINCINNATI, OHIO 45214

Symbols of

ENDURANCE

The quality of a product to look AND wear well is in proportion to maker's sincerity. So too, is it with his reputation Massey takes pride in the confidence placed in them by so many of the country's respected exhibitors and pledges continued satisfaction in every detail for this appreciated patronage. Your inquiry is sincerely invited.

now featuring

MASCOFOAM SEAT CUSHIONS

More durable, more comfortable, safer. Fire and moth-resistant, won't lump, sag or mat. Moulded to "breathe" and may be cleaned. Ask for samples.

MANUFACTURERS:
Foam rubber & spring cushions; coverings.

DISTRIBUTORS:
Upholstery fabrics, general seat supplies.

MASSEY
SEATING CO.
100 Taylor Street, Nashville, Tenn.
Phone: Chapel 2-2561

Small, But Chic Indoor Debuts In Washington

■ The new "Siamese Twins" of Washington, D. C., are the Janus I-II theatres, located on Connecticut Avenue and run by two young owner-operators, Martin L. Field and Harold M. Slate.

French Ambassador and Madame Herve Alphand helped the partners as hosts for the pre-opening premier of "Les Mystifies," which was viewed by guests in Janus I in the original French version without sub-titles, and in Janus II with English sub-titles.

The double theatre is served by one projection booth and a common entrance. The lobby contains a large kiosk as a ticket office, manager's office, and refreshment stand.

Madame Herve Alphand cuts ribbon at the opening of the new Janus 1 and 2 theatres in Washington; she is flanked by her husband, right, the Ambassador of France, and Janus co-owner, Martin L. Field.

Architects John L. Field (Martin's brother) and Hugh Newell Jacobsen fitted the 200-seat Janus I and the 150-seat Janus II into a store site in a new office building. Architect Field calls it the largest theatre in the smallest space he's ever designed.

The chic establishment uses a rainbow of colors in its decor for walls, ceiling, carpets and seats. Alfonso Pardinas flew in from San Francisco with a crew of four and 2,000 pounds of Byzantine tiles for the two-day installation of an abstract mural on the former store front.

Wometco Buys Food Co.

MIAMI, FLA.—Wometco Enterprises, Inc., Florida-based food, vending, and amusement operator, announced an agreement to purchase Coffee Time, Inc., a Washington, D. C., based vending company, for approximately $1 million.

The acquisition of Coffee Time, which specializes in food and refreshment vending at industrial and government locations, involved outright purchase. Coffee Time's vice-president, Richard Colt, will head the new Wometco operation as executive vice-president and general manager.

The firm's accounts are centered in the District of Columbia, and near-by Virginia and Maryland.

Letters

WORKING MANAGER

Gentlemen:

Mr. John Lawsha, General Manager for our theatres is now remodeling the Ace Theatre.

The items involved are as follows: new seats, repainting inside and out, new restrooms and lobby. This is being done by Mr. Lawsha and two of his staff. With new air conditioning, all of this work is requiring a lot of time, work, and money. Mr. Chambers is the president of this Co., Homestead, Florida.

Also Mr. Lawsha should receive a prize or something for his fine Merchants Kiddie Shows. He sold the theatre for 11 weeks at about $150.00 per week. The kids had a ball; free gifts, codes, prizes, clowns, the whole bit every Thursday at 10:00 A.M.

This man has been a great help to this area, as well as a great help to the theatre business in Homestead. He did a remodeling at the Premier here last summer and you should see it! It is out of this world, really nice.

Frank Emerson

P. S.

The average admissions for the Kiddie Shows on Thursday ran from 900 to 1,000. He also gives out discount tickets for his regular Saturday afternoon show which has helped.

COMPLAINT DEPARTMENT

Gentlemen:

Just received your JULY 14TH ISSUE and on PE-8 you have a complete treatment with pictures of the Summit Theatre in Detroit where you give credit to the architect, the contractor, the electrical contractor, etc., but no mention whatever as to who equipped this fine remodeled theatre.

Sincerely,
Ballantyne Instruments
and Electronics Inc.

(Editor's Note: Guilty as charged. Ballantyne, justifiably annoyed by this inadvertent omission, did the outstanding job at the Summit. The editor, however, was vacationing in the wilds of Maine when the crime was committed, and hereby passes the buck to his colleagues back in the office.)

Aronson To Lighting Services

NEW YORK—Lighting Services, Inc., announced the addition of Stanley Aronson to its technical sales department. Aronson has an extensive technical background in the building construction industry.

CARBON ARCS . . . for finest Projection . . . Compact Xenon Arcs

Lorraine Arc Carbons
division
- Brighter Light on Screen
- Longer Burning per Carbon
- More Economical . . .

XETRON® products
division
XETRON LAMPHOUSES • XETRON POWER SUPPLIES
by Cinemeccanica — by Christie

CARBONS, INC. BOONTON, N. J.

Supply Dealer Breeds Champions

■ Like all of National Theatre Supply's branch managers, Wm. J. Hutchins, or just "Hutch" as he's known to friends in the territory, is a top theatreman. While "Hutch" has been impressing area theatremen as a first rate equipment man for years, he has also made quite a name for himself in other circles as owner of Eilatan Kennels, home of some outstanding showdogs.

Hutchins' Weimaraners owe their claim to fame to a real champion, Mischievous Misty, the first and only female dog of any breed to hold both U.S. and Canadian show championships as well as diplomas from both countries.

(Left) owner-trainer Wm. J. Hutchins, with prize-winning Mischievous Misty, seen with another record breaking Weimaraner, Baron v. Randolph and owner-trainer Cdr. E. C. Collins, USN. According to Weimaraner Magazine, published by The Weimaraner Club of America, these two champs probably hold between them more degrees and championships than any other pair of dogs of any breed in the world!

In 1962, Misty successfully entered the Montreal Obedience Dog Training Trials and gained her Canadian utility diploma, highest degree obtainable in canine circles in that country. Misty's full title, United States and Canadian Ch. Mischievous Misty, U.S. and Canadian U.D.T.; Bermuda C.D.; W.C.A.-R.D., reads like the coding on the door of a professor emeritus at the height of his academic conquests.

Having won honors in the toughest competition for showdogs, Misty was turned to the business of a large family of offspring, among them, as you might expect, quite a few new champions.

As for her owner, his career as a theatre supply dealer may not have netted him any blue ribbons or trophies as such, but we're pretty sure he'd fare just as well as his Weimaraners if it came down to a vote!

Chi. Indoor Planned

CHICAGO—A design and engineering contract for the construction of an ultra-modern motion picture theatre in the Glenwood Shopping Plaza has been awarded to Melco Engineers.

The movie house, to be known as the Glenwood, will be owned and operated by H-B Enterprises, Inc. Officials of the firm are Robert W. Hullinger, Avery E. Hein, and Thomas Braim.

Coke Earnings Climb

ATLANTA—A 17 per cent increase in second quarter earnings for The Coca-Cola Company was announced. J. Paul Austin, president, said following a meeting of the board of directors, that net profit for the second quarter after provisions for reserves, income taxes, and all other charges was $20,607,803, an all-time high, as compared to $17,549,122 for the second quarter of 1964, an increase of 17 per cent. Per share earnings for the second quarter were 72 cents as compared to 62 cents for the second quarter of 1964.

1932
1936
1940
1954
1965

BIGGER EVERY YEAR

Growth through 33 years is a Ballantyne pattern

When you want total planning and precision equipment for a new theatre—planning that includes everything in one comprehensive package, here's 33 years of know-how and hard-headed understanding of the theatre industry. Why not phone today.

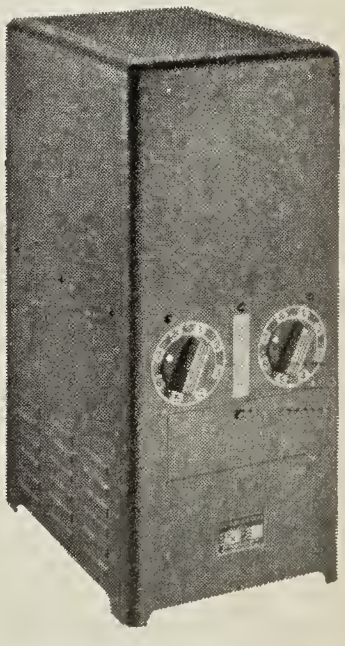
Ballantyne INSTRUMENTS AND ELECTRONICS, INC.
A DIVISION OF ABC CONSOLIDATED CORPORATION
1712 JACKSON STREET OMAHA, NEBRASKA 68102

You'll end those audience provoking interruptions when you install New KNI-TRON Twin Silicon Rectifiers by KNEISLEY

2 Twin Models

T115RTK2	T140RTK2
D.C. Voltage 45/61	D.C. Voltage 47/65
D.C. Current 75/115	D.C. Current 90/140

- Two completely independent rectifiers in one case; two sets of primaries and two sets of secondaries.
- Either rectifier operates either lamp, and both lamps during an emergency changeover.
- Twin Silicon Stacks, 480 amperes each, insure unlimited stack life. Current minimizers are not required to protect the husky diodes.
- Built-in Automatic Arc Striking Minimizers prevent damage to expensive reflectors and carbon craters.
- Individual fine current adjustment switches—full wide range adjustment—broad AC voltage range.



OCCUPIES 3 SQ. FT.

See your supply dealer or write us direct. Address department P.

THE KNEISLEY ELECTRIC COMPANY
P. O. BOX 1506 TOLEDO, OHIO 43603

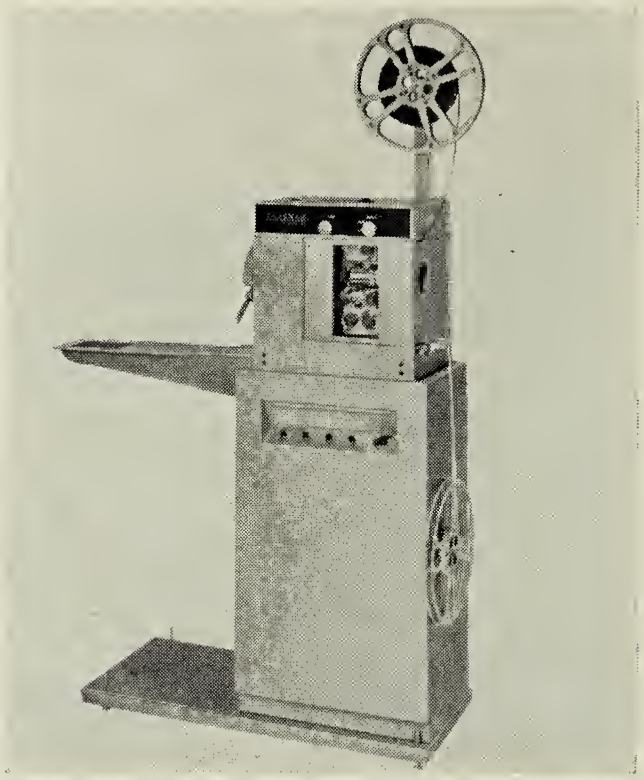
Eastman Introduces New 16mm Projectors

Two new 16mm projectors, engineered for brilliant, professional-quality screen images and maintenance-free performance, have been announced by Eastman Kodak Co.

Eastman 16mm projectors, Models 30 and 40, are specially designed for large auditoriums, professional viewing rooms and industrial laboratories. Model 40 (shown) is constructed for arc illumination with either carbon or xenon lamps and the Model 30 for tungsten illumination.

The projectors offer heavy duty features for dependable, long-term operation. They will accept 100-foot to 5,000-foot reels.

Major design features include a special synchronous 1440-rpm motor for driving an intermittent mechanism which is separate from the main film transport unit. This isolates intermittent shock forces and keeps them from entering the main mechanism and sound system. Drive linkages with belts, gears and chains have been eliminated by the unit's design.


Heavy Duty 16mm

A unique, Geneva star movement—similar to those on advanced 35mm projection equipment—provides smooth, quiet operation and light output efficiency.

Improved Pre-Amp Used

High quality sound reproduction from magnetic as well as optical sound tracks is ensured through a pre-amplifier of improved design. In addition, the isolation of shock forces in the power train and intermittent mechanism gives uniform motion of the film at the sound scanning point, which helps prevent flutter.

Tight, uniform film winds are accomplished with a universal take-up assembly that provides constant take-up tension over a wide range of reel sizes.

The projectors are housed in attractive, functional cabinets styled in light gray with textured finishes. Interiors are black, with polished aluminum.

The Models 30 and 40 projectors succeed Eastman's Model 25C.

Eprad Introduces New D-I Lighting Line

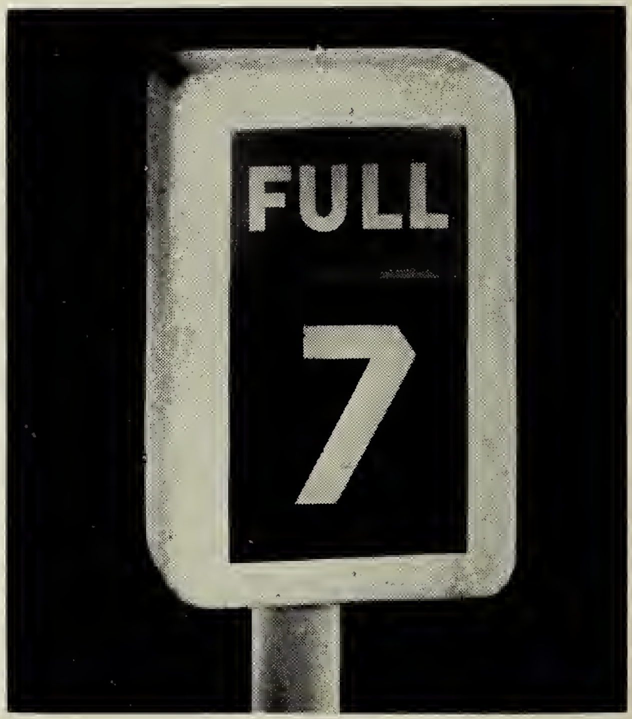
■ A complete product line of ramp and directional lighting signs has been introduced by Eprad, Inc., Toledo, Ohio.

Three basic models are available for drive-in theatre use. The "Econ-O-Lite," featuring aluminum construction, is ideal for ramp markers and aisle lights.

The "Super-Brite" line of ramp and directional signs are manufactured from aluminum castings (no sheet metal to rust) and legend panels feature long lasting plexiglas. Legends include a variety of directional signs and ramp and full signs.

Modern attractive styling highlites the "Day-Brite" series. The "Day-Brite" features an extruded aluminum frame that will not rust and never requires painting. Silk screened legend panels are protected with durable butyrate sheets. Units are brilliantly lighted by 110 volt fluorescent lamps. "Super-Brite" units are available with optional illuminated Glow-Brite Tops or with a standard flat top.

The new advanced ramp and directional lighting units are available through authorized Eprad dealers only.

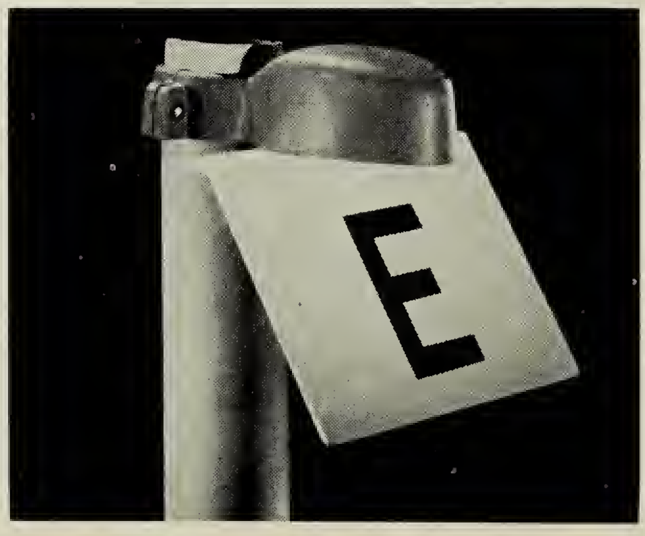


"SUPER-BRITE" FULL SIGNS

Full numbers 1-25, aluminum construction with baked hammertone finish, off-on switch for full lamp, long life plexiglas panels, use 110 volt lamps.

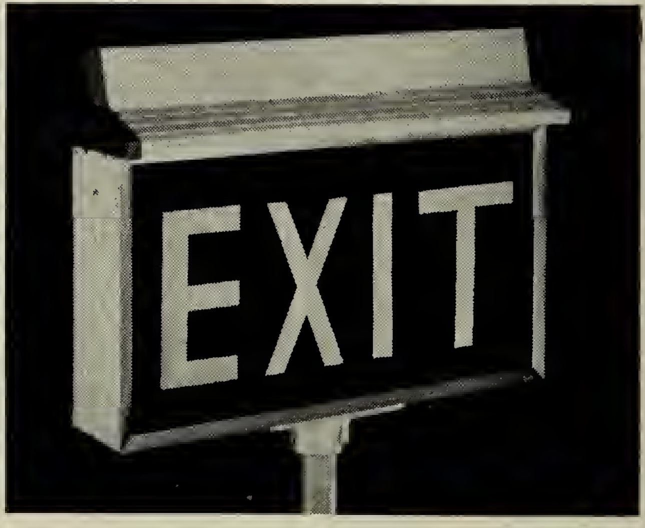
"ECON-O-LITES"

Aluminum construction legends available 1-25 and A-Z, 28 volt lamp, low price.



"DAY-BRITE" DIRECTIONALS

Glow-Brite Top, extruded aluminum frame, silk screened legends protected with durable butyrate sheets, 110 volt fluorescent lighting.



The Golden Hot-Shot is the only drive-in heater keeping customers warm in ALASKA.

That should prove it's best for your customers too!

GOLDEN HOT-SHOT
The Proven Drive-In Heater

Sold Internationally Thru Theatre Supply Dealers
EPRAD®
incorporated
1214 Cherry Street • Toledo, Ohio 43608

Dallas Greets Gemini Twins

(*Continued from Page* PE-8)

jection booth managers' and employees' quarters, rest rooms, etc., the area even offers upholstered dining booths facing the twin screen for those who prefer the comfort of an indoor dining room. In addition, there are outdoor dining areas facing each screen.

National Theatre Supply Co.'s Dallas Branch handled the complete installation of all equipment under the supervision of Ed Cernosek, manager, and Hal Moore, the branch engineer.

Said Cernosek, "Naturally we are proud of this installation, but credit should go to the McLendons, division manager Morris Gotcher, theatre manager Bo Kennedy, and the Gemini's fine staff of projectionists. They really put this magnificent Gemini Twin in orbit!"

Supply Dealer's Role Important

(*Continued from Page* PE-6)

plant, high traffic locations, and ample free parking, meant a product squeeze was shaping.

Outclassed in the looks department, and often outgrossed by the suburban newcomers, older situations found the need to constantly upgrade the quality of their presentations and furnishings or be displaced in the fierce competition for profitable product.

It is generally accepted that, despite the addition of an ever increasing number of new theatres each year, the total number of American theatres has remained much the same for over seven years. Inherent in the obvious explanation for this (the "weeding out of marginals" balancing new construction) is the problem of a constricting market for the mediocre picture. The much discussed challenge to established clearance and playoff patterns is, in part, due to the position assumed by many shopping center theatres as first-run situations. Originally, exhibition policy for most center theatres was on a first-run-when-available basis.

In many cities, downtown still commands the preferred ground, but the number of active first-runs has been reduced considerably since the TV inroads of the early Fifties. Despite this, feature production remains at a point where there is scarcely enough first run product to satisfy existing outlets, let alone 300 or 400 additional center theatres each season.

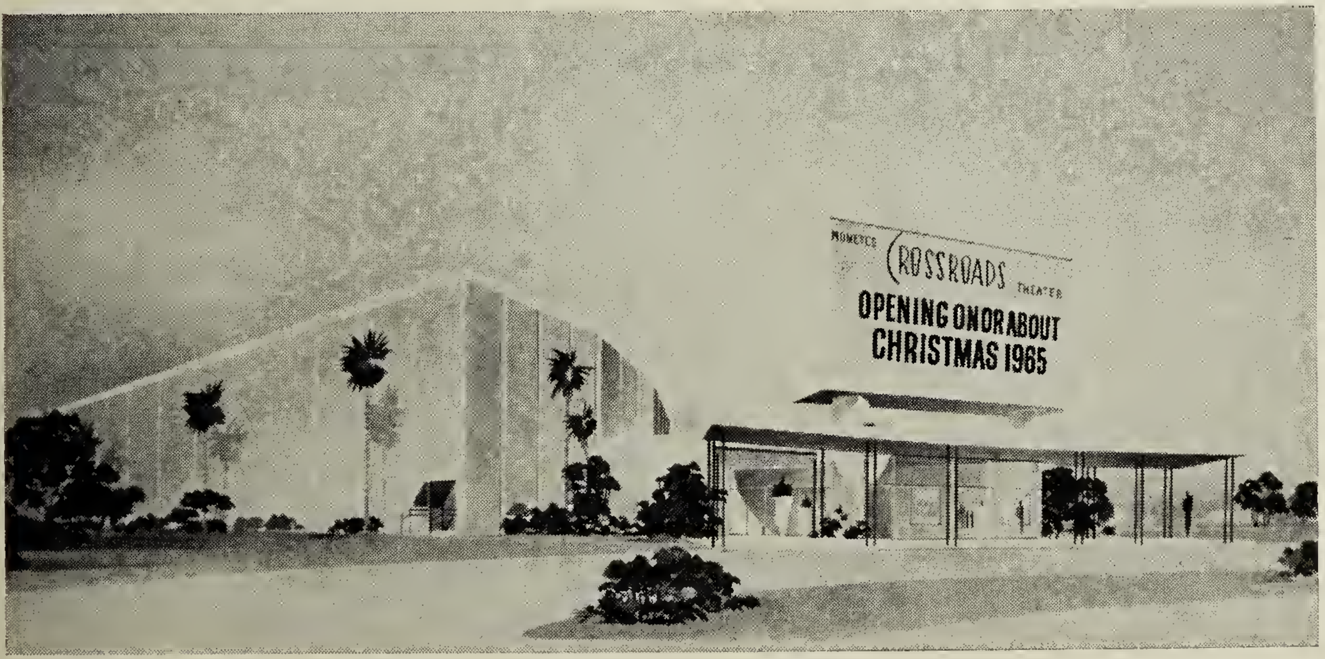
As the battle for the movie-going public's dollar gets hotter, those situations previously able to get by with substandard presentations and facilities will feel the razor's edge and, no doubt, be added to the rolls of already closed "marginals."

To the many theatres, both circuit and independent, which offer an evening of technically superior entertainment in a comfortable and clean environment, we can only wish continued success. To the marginals waiting for business to warrant needed improvements, we suggest either closing up now or taking the plunge, as today's patron will never support a broken down house enough to make it a going thing.

Every exhibitor aware of the problems discussed owes it to himself and his patrons to take an active interest in new furnishings and technical equipment. Whether your theatre just opened its doors or is ready for a major overhaul, make it a point to get into your supply dealers and see for yourself the inventory and facilities at your disposal.

Modern research and development has given us the means to rebuild attendance and offer our regular patrons the type of show that will keep them coming back.

Keeping abreast of modern maintenance procedures, equipment modifications and improvements, and the host of new products introduced each year is, therefore, a basic for the modern exhibitor who must meet the challenge of the times.


WOMETCO
CROSSROADS THEATER
OPENING ON OR ABOUT CHRISTMAS 1965

GROUND-BREAKING CEREMONIES took place for Wometco Enterprises, Inc.'s new Crossroads Theatre, located in the Crossroads Shopping Center at 66th St., N.W., and Tyrone Blvd., in St. Petersburg, Fla. Because of the projected Christmas opening set for Wometco 39th theatre in the state of Florida, Santa Claus arrived to signal the groundbreaking, and distributed gifts to children present. General contractor for construction is DeWitt, Furnell & Spicer of St. Petersburg; A. Herbert Mathes is architect. The 1200-seat house will be equipped to show everything from 35 to 70mm and Dimension 150 films. Additionally, an art gallery will be provided for local artists to display their paintings at no charge.

E-K Maps Research Center

ROCHESTER, N. Y.—Excavation work has begun on a multi-million-dollar addition to the facilities of the Kodak Research Laboratories, it was announced by Dr. John A. Leermakers, Eastman Kodak vice-president and director of the laboratories.

The new seven-story L-shaped building will provide over 200,000 square feet of floor space.

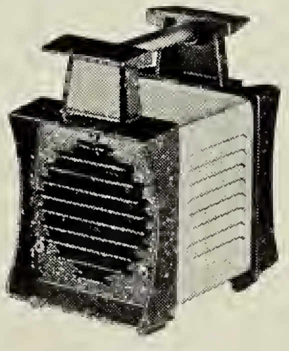
Concrete footings for the building will be completed this year. Construction of the building itself, now in the final planning stage, will begin next spring with completion scheduled for January, 1968.

The building will provide modern, efficient, and safe laboratories as well as office space for several hundred persons in connection with such activities as analytical and microbiological chemistry and organic synthesis.

A low-priced drive-in heater may not be a low-cost* heater.

The Golden Hot-Shot is a low-cost heater.

GOLDEN HOT-SHOT
The Proven Drive-In Heater



*True cost includes original price plus maintenance . . . and product life span.

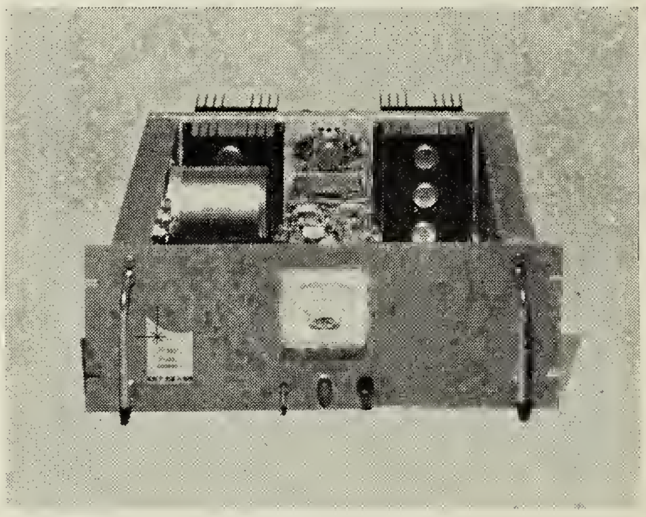
Sold Internationally Thru Theatre Supply Dealers
EPRAD®
incorporated
1214 Cherry Street • Toledo, Ohio 43608

NEW PRODUCTS
. . . that have theatre interest

New Drive-In Amp

A special production, all-transistor power amplifier for drive-in theatre owners who want the finest in sound systems is being introduced by Eprad, Inc. According to the company, this is the only all-transistor power amplifier designed specifically for drive-in theatres.

The new model, P-1000, is a 200-watt amplifier with a rated peak audio power of 475 watts. It will handle over 1,000 drive-in theatre speakers. The 12 Meg-A-Life power transistors are capable of delivering 2,040 watts, but are restricted to 200 watts (continuous) for maximum dependability.



P-1000 Amplifier

The P-1000 amplifier delivers premium sound performance because it has low amplifier generator impedance (under 2 ohms at all times), offers longer life with less maintenance, and fits a standard amplifier rack. The unit has a one-year warranty against defects in workmanship and materials.

For complete details write to Eprad, Inc., 1214 Cherry St., Toledo, Ohio 43608.

When you buy drive-in heaters pretend you're one of your customers...

You'll install the one heater that keeps customers warm and coming back.

GOLDEN HOT-SHOT
The Proven Drive-In Heater

Sold Internationally Thru Theatre Supply Dealers
EPRAD®
incorporated
1214 Cherry Street • Toledo, Ohio 43608

Snonuts Suit Dismissed

WILMINGTON, DEL.—U. S. District Judge Edwin D. Steel, Jr., dismissed trademark and copyright infringement and unfair competition complaints against Eskimo Pie Corp., of Richmond, Va., by the Snonuts Company, Salinas, Calif., and Sandpoint, Idaho partnership which developed "The Ice Cream with the Hole" as a motion picture theatre refreshment stand item a decade ago, according to testimony here by Floyd L. Gray, Sandpoint exhibitor.

Snonuts claimed that after its manufacturing method was disclosed in 1956, the partnership was stalled in a series of negotiations before the Eskimo Do-Nut was introduced in 1960.

Judge Steel ruled that, while Eskimo's actions appeared to be below the norm of business ethics, the law of Delaware, where Eskimo is incorporated, holds that a false representation is immaterial if the person to whom it is made does not rely on it.

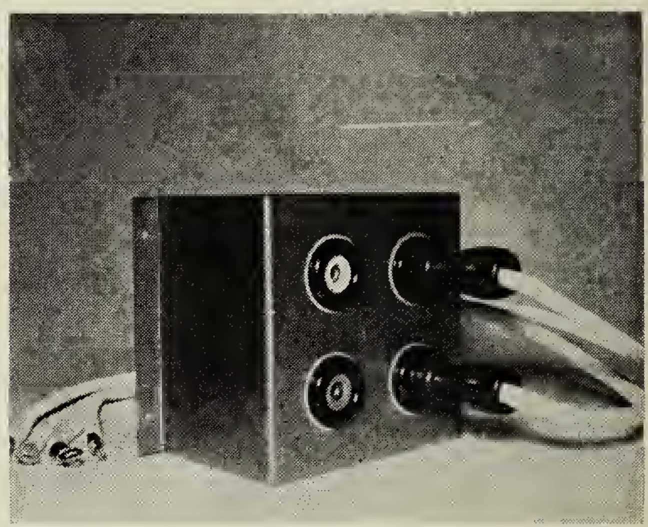
Early in the negotiations, the Court's 29-page opinion noted, Snonuts attempted to interest other firms and did not rely solely on Eskimo for production equipment and distribution.

D. C. Transfer Unit

Emergency operation of two arc lamphouses from a single power source has been made possible by a D.C. power switching unit available from The Strong Electric Corp.

Designed for simple installation on the Strong Bi-Powr rectifier, the unit can also be used for installation with two separate rectifiers, or for rectifier to generator or generator to rectifier operation.

Electrical hook-up requires only that the positive D.C. leads from each power supply be passed through the unit and that the negative D.C. leads be commonly connected.



Switchover Unit

Switching units installed on the Strong Bi-Powr are mounted directly to the side panel of the rectifier case. All electrical connections are made within the Bi-Powr case without the need to change any existing power leads between the lamphouses and the rectifier.

For literature and simple wiring diagrams address Strong Electric Corp., 21 City Park Avenue, Toledo, Ohio 43601.

Refurbished Midland Bows

KANSAS CITY—The return of the Midland under the Durwood Theatres aegis has brought back a major picture location to the downtown area. The opening attraction, "Sound of Music," was ushered in with an open house.

At the first benefit, a check for $12,129 was presented by Stanley H. Durwood, president of the circuit, to Lorie Newhouse, chairman of the Heart of America Boys' Sports Clinic. The money represented proceeds from sellout of the 1,292-seat house at a scale of $5, $10 and $30. It is one of the largest sums ever raised here by a single showing of a motion picture.

About 350 business leaders and civic dignitaries, including Mayor Ilus W. Davis, city manager Carleton Sharpe, and members of the city council, attended an invitational open house. There were cocktails in the main foyer, hors d'oeuvres on the loge foyer and equal parts of nostalgia and mutual congratulations everywhere as guests saw the grand old lady of midwest motion picture theatres with much new raiment, as described by Durwood general manager M. Robert Goodfriend—with much of her original elegance restored and with a number of innovations.

The latter include a drastic reduction of the old seating capacity of 3,500 with new and renewed seating respaced and new wider aisles. The booth has been relocated at the rear of the main floor, from its former perch five stories up. It can handle all types of projection including Cinerama.

Coke Bottlers Testing New Low-Cal 'Fresca'

ATLANTA—Fresca, a new soft drink from The Coca-Cola Company, is being introduced in two sales test-markets, Providence, R. I., and Seattle-Tacoma, Washington.

Underscoring The Coca-Cola Company's efforts to serve the total refreshment market, Fresca is described as a soft drink, a low-calorie beverage and a mixer, all in one. A citrus-based, sugar-free product, containing only one calorie in a four-ounce serving, it represents the company's second entry in the low-calorie beverage field. Tab, Coca-Cola's first low-calorie product, has enjoyed sales success.

"The impressive consumer acceptance of Tab has justified the time and care devoted to developing its distinctive taste," states T. C. Law, Jr., president, Fanta Beverage Company, division of Coca-Cola Company which will market the new product. "We expect Fresca to more than justify our year's effort in formulation of its unique taste and our extensive research and testing prior to these market introductions."

Initially, Fresca will bow in the two test areas packaged in 12-ounce cans and 10-ounce returnable bottles in six and eight-bottle cartons. Hodgman Bourke, Inc., well-known industrial designers, created the striking green bottle to provide Fresca with an immediate distinction in the marketplace.

FRESCA
SUGAR FREE
FRESCA
A PRODUCT OF The Coca-Cola Company

New Low-Cal. Drink

The ACL decoration in bright white and yellow gold gives maximum identification and display value, with cartons repeating the bottle coloring.

Local merchandising support for Fresca by Coca-Cola Bottlers at Providence, Seattle and Tacoma will include spot television, outdoor posters and newspaper advertising. An extensive selection of point-of-sale material and display equipment for in-store beverage department excitement has been made available for introductory efforts and sustaining promotion.

New Ditchburn Distrib.

CHICAGO—Ditchburn Vending Machines, Inc., manufacturers of compact and economically priced vending machines for cold drinks, hot drinks and all purpose merchandisers, has announced another appointment for their expanding distribution network.

RC Shows Strong Half

NEW YORK—W. E. Uzzell, president, Royal Crown Cola Co., reported the company's consolidated earnings after taxes for the first 6-month period ending June 30 rose 23 per cent over earnings for the same period last year, reaching $2,153,848 or 58 cents per share after providing $2,301,000 for Federal and State income taxes.

This compares with re-stated earnings of $1,753,949 or 48 cents per share for the same period in 1964 after providing $2,049,000 for Federal and State income taxes.

Uzzell said a number of factors contributed to the gain including increasing efficiency in field and staff operations; expanding distribution of the company's products; and increasing production capabilities by the company's franchised bottlers.

He reported that Diet-Rite Cola continues to lead the industry in low-calorie sales, while the company's main product, Royal Crown Cola, also showed a solid gain over last year.

WANT FURTHER INFORMATION ON

PRODUCTS

ADVERTISED IN THIS ISSUE

Please Check:

☐ **ASHCRAFT MFG. CO., INC., C. S.,** Super Core-Lite 35/70 Projection Lamps

☐ **BALLANTYNE INSTRUMENTS AND ELECTRONICS, INC.** Theatre Planning; Theatre Precision Equipment

☐ **CARBONS, INC.,** Lorraine Arc Carbons

☐ **COCA-COLA CO., THE,** Coca-Cola

☐ **EPRAD, INC.,** Golden Hot Shot Drive-In Heaters

☐ **GOLD MEDAL PRODUCTS CO.,** Modular Snack Bar Units

☐ **HEYER-SHULTZ, INC.,** Unbreakable Metal Reflectors

☐ **KNEISLEY ELECTRIC CO., THE,** New Kni-Tron Twin Silicon Rectifiers

☐ **MASSEY SEATING CO.,** Theatre Seat Rehabilitation

☐ **NATIONAL THEATRE SUPPLY CO.,** Theatre Equipment and Supplies

☐ **NORTH AMERICAN PHILIPS CO., INC.,** Norelco 70/35mm Projectors

☐ **PEPSI-COLA CO.,** Pepsi-Cola

☐ **STRONG ELECTRIC CORP., THE,** "Futuro" Arc Lamps, "Tufcold" Dichroic Reflectors

☐ **TECHNIKOTE CORP.,** XR-171 Theatre Screens

☐ **XETRON DIV., CARBONS, INC.,** Xetron Lamp houses, Power Supplies

LIST ITEMS ____________

____

____

ISSUE OF AUGUST 18, 1965

NAME ....

THEATRE ....

ADDRESS ....

CITY, STATE ....

MOTION PICTURE EXHIBITOR

317 N. Broad St., Philadelphia, Pa. 19107.

THE **NEW**
TECHNIKOTE
XR-171
SCREEN

. . . The anti-static pearlescent screen that excels for both 35mm and 70mm.

USED FOR
"MY FAIR LADY"
CRITERION Theatre—N.Y. City
and
"The SOUND of MUSIC"
RIVOLI Theatre—N.Y. City

Years of research, testing and development have brought Technikote Screens to a state of perfection which will meet the most exacting projection requirements.

Technikote Screens are seamless in construction, have perfect uniformity of surface and will give the finest results for all systems of projection . . . and are unconditionally guaranteed.

TECHNIKOTE CORP.
63 Seabring St., Brooklyn, N. Y. 11231

EXPORT-AMITY INTERNATIONAL
DISTRIBUTORS—AMITYVILLE, N. Y.

Unbreakable
METAL REFLECTORS

- **MAXIMUM SCREEN ILLUMINATION**
- **GUARANTEED 5 YEARS**
- **NON-PITTING**
- **NON-TARNISHING**

A Precision made Product.

Write for literature or see your Theatre Supply Dealer.

HEYER-SHULTZ, INC.
Cedar Grove • New Jersey

Special Executive Committee Studies Wometco Vend Div.

MIAMI, FLA.—Van Myers, senior vice-president, Wometco Enterprises, Inc., has announced formation of a unique special executive committee within the company's automatic vending and concession division.

With Myers as chairman of the five-member committee, they will aim for five specific objectives:

1. To discuss and thoroughly analyze every Wometco vending branch on a continuing basis with a view to solving day-by-day operational problems and standardizing activities and procedures wherever possible.
2. To examine the market potential in every area in which Wometco vending branches operate and to scientifically determine the extent to which internal expansion within these areas is possible.
3. To provide training for top and middle management vending executives in all phases of vending, industrial food service, and concession operations.
4. To tighten controls on purchasing and utilization of equipment and spare parts inventories.
5. To aggressively pursue sound expansion either through internal generation of business and/or through external acquisitions.

The committee was formed to help keep pace with the rapid growth and changes within the $3.5 billion vending industry in general and the swift expansion which has marked Wometco's vending division since it was formed in 1957. "Overall goals of the committee are to maintain and improve our tradition of providing customers with top product and services, and at the same time to increase the net return on our business," Myers said.

Wometco's vending division already is one of the largest automatic and industrial food and refreshment service companies in the south. Started in Miami, its operations now extend throughout Florida, Tennessee, Georgia, the Carolinas, Washington, D. C., Maryland, Virginia, the Bahamas, the Panama Canal Zone, and the Republic of Panama.

Besides Myers, members of the special executive committee are Chester Merrill, special assistant to the president for acquisitions; Joseph St. Thomas, vice-president and general manager, Wometco Vending of South Florida (Miami); Sabel Shanks, senior vice-president and general manager, Industrial Vendors, Inc., and Shanks Distributing Co. (Columbia, S. C.); Doug Cromer, senior vice-president and general manager, Wometco Anderson Vend-A-Matic, Inc., Wometco Food Services, Inc., Carolina-Georgia Vending, Inc. (Anderson, S. C.); and Richard Colt, executive vice-president and general manager, Coffee Time, Inc., a Washington, D. C., headquartered full-line vending company which Wometco recently signed a contract to purchase for approximately $1 million cash.

The group, according to Myers, will exchange information on a continuing basis, but will meet formally every three months to make final policy recommendations and decisions.

Myers pointed out that, "although vending is a dynamic industry, it is comparatively young, with most of its growth occurring subsequent to World War II." As such, he said, "Most management and operational techniques developed within the industry have been characterized to a large extent by the 'trial-and-error' method." He concluded that the Wometco management committee idea, although experimental, should result in a more scientific approach to vending management and operational techniques.

NCR Income, Sales Up

NEW YORK—Sales of the National Cash Register Company during the first six months of 1965 rose to $333,359,635, which was a nine per cent increase over the $305,193,592 recorded for the comparable period of 1964, it was announced following a meeting of the NCR board.

TEDA's Kontos

(Continued from Page PE-6)

and advise the exhibitor. Xenon lighting is gaining in prominence and will enjoy greater application as its capacity to illuminate larger surfaces is increased. Vacuum tube systems will be replaced by transistorized systems which require less maintenance and service.

Theatres will continue to become more specialized and newer film processes will be introduced. There will undoubtedly be great interest in the 16 mm field, if not for theatrical applications, for the industrial and educational fields.

The annual TEDA meetings, which were revived a few years ago, make it possible for dealers and manufacturers to meet on an informal basis to discuss mutual problems and to exchange ideas. The dealer leaves these meetings with a better understanding of his products, and armed with the latest technical developments so that he can better serve the exhibitor.

The manufacturer returns to his plant with an improved knowledge of what is taking place in the field. He is better equipped to improve his existing products and to develop new products. The benefit of such meetings is indicated by the fact that each year has brought about greater attendance and interest, as well as a constantly improved format.

The program for a meeting scheduled in early 1966 is now being finalized by the TEDA Program Committee, and it promises to be the finest held to date. An announcement of the time and place will be made shortly and it would behoove all dealers and manufacturers alike, to make plans to be present. Such meetings go a long way in assisting the dealers and manufacturers to properly serve the industry.

The potential of the coming decade is great, and the prospects bright, for those dealers who are aware of the future demands of the industry and who are preparing to meet this challenge.

W. J. Turnbull, NTS

(Continued from Page PE-6)

the equipment he supplies are the intangible services that a supply dealer renders. In building a new theatre or modernizing an older one, he offers ideas, advice, planning and the coordinating hand so necessary to avoid chaos and costly inefficiency. A theatre supply dealer knows the problems a theatre faces. And when he sits down with an exhibitor to discuss these problems, he does so as both businessman and friend.

He knows what other theatres are doing; what has worked, and what hasn't. He keeps up with the latest technological advances by working closely with manufacturers. And he usually insists on seeing a new product in action before recommending it.

After sitting down with an exhibitor and analyzing his needs, a dealer calls on this specialized knowledge to suggest the best equipment and furnishings possible to meet budget requirements.

Then, *he makes sure it is installed properly and on time,* because he knows how important prompt, thorough service is. And, finally, he gives the job the kind of personal supervision the exhibitor has neither the time nor the experience to provide.

Making sure that the show always goes on, of course, isn't as easy as it sounds. At NTS, for example, all our branch offices keep an inventory of replacement parts, but sometimes we still have to send out for a special part. Or installation time may threaten to cause trouble. To handle such emergencies, our offices have spare equipment on hand to lend to theatres. In fact, our men can always be called on when help is needed, day or night.

Another important consideration today is financing. So we offer our customers a one-step financing plan that helps keep costs as low as possible. New theatres and those undergoing renovation welcome this assistance as part of a complete package deal. And to us it's a natural thing—part of our emphasis on service in an industry that lives on service.

You can see from this brief review the vital role the theatre supply dealer plays in today's theatre industry. In the future, of course, there may be all sorts of technological and architectural revolutions.

But there's one thing that won't change: you can always count on the theatre supply dealer working together with the exhibitor to make the modern theatre as attractive, efficient and popular as possible!

REVIEWS

The famous pink paper SAVEABLE SECTION in which Experienced Trade Analysts evaluate coming product

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 26 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September). It is recommended that readers consecutively save all REVIEWS section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined the every second week, yellow paper SERVISECTION indexes to the past 12 months' product, and the alternating every second week pink paper REVIEWS, represent a unique informative service to theatremen.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.

SECTION TWO
Vol. 74 No. 4
AUGUST 18, 1965

AMERICAN-INT.

Sergeant Deadhead

Comedy With Music
90M.

AIP
(Panovision)
(Pathecolor)

Estimate: Cute teen comedy has angles to help.

Cast: Frankie Avalon, Deborah Walley, Cesar Romero, Fred Clark, Gale Gordon, Harvey Lembeck, John Ashley, Buster Keaton, Reginald Gardiner, Donna Loren, Romo Vincent, Tod Windsor, Norman Grabowski, Mike Nader, Ed Faulkner, Pat Buttram, Bobbi Shaw, Patti Chandler, Salli Sachse, Luree Holmes, Sue Hamilton, and also starring Eve Arden. Produced by James H. Nicholson and Samuel Z. Arkoff; directed by Norman Taurog.

Story: Girl-shy and accident-prone sergeant Frankie Avalon is stationed at a missile base commanded by General Fred Clark. He's engaged to understanding WAF corporal Deborah Walley. One of his accidental escapades leads to his being sent to the guardhouse by Lieutenant Eve Arden, which threatens to postpone his upcoming marriage to Walley. His confinement eases Clark's mind, who was fearful that Avalon might cause some sort of disturbing incident during a top secret missile launch into space to be observed by visiting brass, which was to contain a chimpanzee as a passenger. Prisoner Harvey Lembeck forces fellow-prisoners Avalon and John Ashley to escape against their will, and Avalon hides in the missile, which is launched. He returns an extrovert girl chaser, and Clark and the visiting officers, Admiral Cesar Romero, Naval psychiatrist Captain Gale Gordon, and British Commander Reginald Gardiner prepare to make him a hero, announcing that his presence on board was planned all along. When Avalon threatens to become obnoxious, they find a double, and have him brought out to the base while imprisoning Avalon. The double is persuaded to go through with the wedding to Walley, but the real Avalon gets out to take the vow. There are all sorts of mixups on the wedding night, winding up with a surprise visit to the White House. All is resolved in the end, with Walley and Avalon happy about a future together.

X-Ray: This comedy is loaded with pretty girls, comic bits and pieces, some slapstick, helpful names, color, good production values, adequate performances, capable direction, and a lightweight plot which could be appreciated by all seeking some fun. Younger viewers can be attracted by Avalon and the other players familiar to this set, while their elders also have some people in the cast to falll back on. It should make up as a neat entry for the show. Louis M. Heyward wrote the screenplay, and the musical score includes "The Difference Is You," "Two Timin' Angel," "Let's Play Love," "How Can You Tell," "You Should Have Seen the One That Got Away," and "Hurry Up and Wait."

Ad Lines: "Sergeant Deadhead Vs The Air Force And The Result Is Fun—Fun—Fun"; "Chase Your Blues Away When You Follow The Misadventures Of Sergeant Deadhead."

IMPORTANT

Data carried in this issue of REVIEWS as it pertains to the 1964-65 season will not be carried in complete detail again. Subsequent issues will be compiled as of and after the issue of Sept. 1, 1965, and will start the only complete reviewing record of the 1965-66 season in any motion picture trade paper. Additional data of the 1964-65 season will continue to be carried in REVIEWS until the record is completed.

Back issues of REVIEWS are available for purchase on request at the MOTION PICTURE EXHIBITOR BOOKSHOP.

EMBASSY

Darling

Drama
122M.

Embassy
(English-made)

Estimate: Intriguing entry for adults.

Cast: Laurence Harvey, Dirk Bogarde, Julie Christie, Roland Curram, Jose Luis De Vilallonga, Alex Scott, Basil Henson, Helen Lindsay, Pauline Yates, Tyler Butterworth, Peter Bayliss. Produced by Joseph Janni; directed by John Schlesinger.

Story: Julie Christie, an Italian princess by marriage and an international personality, details her story for a magazine. As a youngster, she's bright and beautiful. As a grown-up, she has a young husband, who is inexperienced and disinterested to give her what she needs. While working as a model, she meets tv interviewer and writer Dirk Bogarde, and soon they fall in love and live together. Bogarde gives up wife and children for her. Her career advances, and one of the men she meets is succesful businessman Laurence Harvey, who throws much work her way. She becomes involved surreptitiously with him until Bogarde discovers what is going on and walks out on her. She turns to a photographer who prefers boys to girls socially, and while filming a tv commercial in Italy, attracts wealthy banker, industrialist, and nobleman Prince Jose Luis De Vilallonga, who is also a widower with six children. He proposes to her, but she turns him down. In London, her affair with Harvey comes to an end, and she goes to Vilallonga for peace and security. She becomes an international celebrity who can have anything she wants, but she soon finds that Vilallonga is busy and she is neglected. Bored, she goes to London to regain her position with Bogarde, but he refuses to become involved with her again. She returns to her castle in Italy.

X-Ray: As the so-called heroine in this import, Julie Christie as first takes life as it comes and then is determined to get as much as she can out of it. Her experiences are for adults only as some are quite frank as to action, dialogue, and situation, and some may even think at least one party scene is on the shocking side. Performances are good, and direction and production are fine, with much sensitivity present on the part of the former, and lavish sweep on the part of the latter. Frederic Raphael wrote the screenplay detailing life in today's jet-set society. It's an off-beat, romantic drama that holds attention throughout and is sure to cause plenty of comment.

Ad Lines: "Today's Jet-Set Society In Shocking Action"; "For Adults Only . . . And For Those Who Don't Shock Too Easily."

MGM

Laurel And Hardy's Laughing 20's

Compilation
91M.

MGM

Estimate: Nostalgic compilation of old comedies provide laughs.

Cast: Oliver Hardy, Stan Laurel, Vivian Oakland, Glen Tryon, Edna Murphy, Anita Garvin, Tiny Sanford, Jimmy Finlayson, Charlie Chase, Viola Richard, Max Davidson, Del Henderson, Josephine Crowell, Anders Randolf, Edgar Kennedy, Dorothy Coburn, Lillian Elliott, "Spec" O'Donnell. Narrated by Jay Jackson; produced and written by Robert Youngson.

Contents: This Robert Youngson compilation features Laurel and Hardy comedies of the 1920's—the Hal Roach era. Included are sequences from their first films before they were a team, and then bits and more of "Putting Pants On Philip," "Wrong Again," "The Finishing Touch," "Liberty," "The Great Pants Fight," and several others. Interspersed are comedy sequences by Charlie Chase and Max Davidson, while other remembered comedians such as Jimmy Finlayson and Edgar Kennedy appear in supporting roles. Perhaps the best of these ancient sight gag sequences are the slapstick building of a house in "The Finishing Touch," in which the house they build collapses at the touch of a bird on the chimney, and the inimitable antics of the immortal team on skyscraper girders in "Liberty." A wholesale pie tossing scene and other ancient bits of mayhem will also get laughs, but some of the pants-loosing bits popular in those merry slapstick days will doubtless now be considered in poor taste.

X-Ray: Although a trifle long in running time, this Youngson compilation is among the best he has yet turned out. The late Laurel and Hardy will still generate plenty of laughs in what by now must be considered rather ancient slapstick routines. The old films have been remarkably preserved, and the offering will get by nicely as part of the program in most situations, either as a bit of cinema nostalgia or to lighten a bill with a heavy, dramatic attraction.

Ad Lines: "You'll Laugh Your Pants Off!"; "First Full-Length Film Of Their Funniest Scenes!"

UNITED ARTISTS

Help

Comedy Musical
90M.

United Artists
(Shenson)
(Eastman Color)
(Filmed abroad)

Estimate: Beatlemania strikes again.

Cast: John Lennon, Paul McCartney, Ringo Starr, George Harrison, Leo McKern, Eleanor Bron, Victor Spinetti, Roy Kinnear, John Bluthal, Patrick Cargill, Ronnie Brody, Bob Godfrey, Louis Mansi, Rupert Evans. Produced by Walter Shenson; directed by Richard Lester.

Story: Humans can no longer be sacrificed to the goddess Kalli in the Far East because a red ceremonial ring is missing. It turns up on the finger of Ringo sent him by an admiring fan. The high priest and his minions make many attempts to retrieve the ring, all of which fail for a variety of reasons, including protection provided by Scotland Yard, tanks and soldiers, an admiring female in the high priest's party, trickery, etc. A kookie scientist and his blundering helper go after the ring because they are convinced that it will help make them rulers of the world. Everyone winds up in the Bahamas where Ringo is finally able to remove the ring and the threat of sacrifice. Everyone is afraid to retrieve it because they would be next on the sacrificial list.

X-Ray: Camera versatility and trickery, slick gimmicks, off-beat and fast-moving direction, tongue-in-cheek bits and pieces, slapstick, and Beatle music are held together by a thin wisp of a story line. What emerges is another edition of Beatlemania which should elicit the approving screams of the youngsters and amazed amusement from their elders. The entertaining mish-mash is dressed in color of varying shades and hues and presented on screen in an atmosphere of artistic arrogance which pays off in a fine end result. The quartet sings a number of tunes, mainly of their own composition. Marc Behm gets the story credit and part of the screenplay designation, along with Charles Wood. The direction by Richard Lester is endlessly imaginative, and the production values are extensive and lavish.

Ad Lines: "The Beatles Are Here Again"; "The Beatles Embark On High Adventure And Comedy With A Unique Beat All Their Own."

UNIVERSAL

Love And Kisses

(6527)

Comedy with Music
87M.

Universal

Estimate: Amusing entry with angles for teens.

Cast: Rick Nelson, Jack Kelly, Kristin Nelson, Jerry Van Dyke, Pert Kelton, Madelyn Himes, Sheilah Wells, Alvy Moore, Angelo Brovelli, Betty Rowland, Nancy Lewis, Anita Mann. Produced and directed by Ozzie Nelson.

Story: It's graduation time for 18-year-old Rick Nelson, but this event is overshadowed by the news that he and girl friend Kristin Nelson eloped and were married. He explains that he will continue to live at home and share his room with Kristin, work at his father's place during the summer, and then attend college in the fall with his wife finishing up high school nearby. After mother Madelyn Himes and father Jack Kelly recover from the initial shock, they accept the situation. Nelson doesn't know that his salary is coming from Kelly's expense allowance. Nelson's older sister, Sheilah Wells, has been planning a wedding in a few weeks to steady boy friend Jerry Van Dyke. Tensions mount between the youngsters, and there are battles between all four which Himes blames on Kelly. Things are rough between them as well. Kelly succeeds eventually in straightening everything out, with Nelson moving out into an apartment and getting a job on his own, and Wells and Van Dyke moving up their wedding date. Peace is also restored between Kelly and Himes.

X-Ray: This entry may remind viewers a bit of the domestic situation comedies indulged in on television by the Nelson family. It's pleasant, amusing, and moves at a creditable pace. Rick Nelson sings a few numbers, which should make the teen viewers happy. The acting is efficient, and direction and production are capable. It should make up neatly as part of the show. Ozzie Nelson wrote the screenplay based on the play, "Love and Kisses," by Anita Rowe Block. Songs heard include "Love and Kisses," "Say You Love Me," and "Come Out Dancin'."

Ad Lines: "Rick Nelson In A Fun Film About Young Marrieds"; "He Had To Decide Whether To Get Married Or Graduate From High School Or Both. . . . It's All In Fun."

FOREIGN

The Moment Of Truth

Drama
110M.

Rizzoli
(Technicolor)
(Techniscope)
(Filmed abroad)
(English titles)

Estimate: Interesting tale of the making of a bull fighter.

Cast: Miguel Mateo Miguelin, Linda Christian, Jose Gomez Sevillano, Pedro Besauri Pdrucho. Produced by Angelo Rizzoli; directed by Francesco Rosi and Antonio Cervi.

Story: Miguel Mateo Miguelin leaves the farm of his father in Spain to find work in the big city and make his fortune. It's not so easy to find work or to make much money. When he learns that there is a school for bull fighters and the amount of money they earn along with fame that goes with success, he signs up. He learns the methods used and has the courage to face his first bull without flinching. From then on, he inches his way up until a fight in the big city arena brings him to the attention of one of the impresarios of the game. Under his tutelage, he gains fame and some fortune after deductions. He gives his family money and lives quite well, but every so often there is another bull to face in another city and arena. Eventually, the pace begins to tell. He finally succumbs to the horns of one of the enemy, and his fight for survival is over.

X-Ray: According to the producers, it took two years to film this story of a youngster, who battles up from nowhere to fame, fortune, and a date with destiny in the bull rings of Spain. There's not much depth to the plot, but there's a wealth of intriguing and interesting subject matter as bits and pieces of life in Spain, life behind the bull fights, audiences and their reactions, etc., are pieced together to form a pattern that is different, fraught with drama, and conditioned to satisfy those looking for the unusual and the off-beat in film matter. Performances are realistic, and direction and production are good. Linda Christian has a bit part as a tramp intrigued by the new sensation in the bull ring. The results should be good in the art area.

Ad Lines: "Everyone Faces A Moment Of Truth At Some Time. His Meant Excitement, Thrills, And Possible Death"; "Thrills . . . Excitement . . . Death In The Bull Ring, A World Never Revealed By The Motion Picture Cameras Before."

Rapture

Drama
104M.

(International Classics)
(CinemaScope)
(Filmed abroad)

Estimate: Off-beat drama should hold interest in art spots.

Cast: Melvyn Douglas, Dean Stockwell, Patricia Gozzi, Gunnel Lindblom, Leslie Sands, Murray Evans, Sylvia Kay, Peter Sallis. Produced by Christian Ferry; directed by John Guillermin.

Story: When an older daughter gets married, the only inhabitants left in an old house overlooking the sea on a deserted section of the shore are Melvyn Douglas, 16-year-old Patricia Gozzi, his daughter, who appears mentally unbalanced; and a servant girl, Gunnel Lindblom. Gozzi still plays at being a child. One day, she gets the idea that a scarecrow is needed to keep the crows out of the garden, and she practically forces Douglas to give up an old suit. They witness a crash of a police van, and a prisoner, Dean Stockwell, attempts to escape, injuring a pursuing gendarme seriously when he throws him onto some rocks. Gozzi later finds Stockwell in the garden in the clothes of the scarecrow, and she is convinced that he is her creation. Douglas finds that he is wounded, and the three help him recover. He relates that he and some shipmates were arrested during a bar room altercation and imprisoned. They escaped after a fight in the police van. Gozzi attempts to become affectionate, but Stockwell puts her off. Stockwell eventually makes love to Lindblom, who relates that Douglas is a former judge, who resigned from the bench and went into isolation after his wife left him and died. Gozzi confides that since that time, people have thought her crazy, and nothing was done to help her outside of a routine visit to an ineffectual doctor. The police arrive seeking Stockwell, but he is hidden by the others until they leave. When Gozzi surprises Lindblom and Stockwell making love, she tries to kill Lindblom, after which she admits feeling mentally deranged. Stockwell refuses to believe this. Lindblom leaves for good after asking Stockwell to come away with her. He refuses but leaves later alone. Gozzi follows, and unable to elude her, he returns. They make love, after which Douglas beats Gozzi. He apologizes later and tells her about his life with her mother. The gendarme dies, and Stockwell is now sought for murder. The pair steal away to live together in an industrial town where the crowds and traffic frighten Gozzi. She returns home. The gendarmes return for more questioning just as Stockwell arrives looking for her. They try to warn him, and he runs but is felled by a bullet and falls from a cliff. He dies after telling her he had come back for her. Douglas prepares to take her back to the house.

X-Ray: This is a complex, brooding story set against a moody background of starkness and darkness with the bright spots being those where a young girl discovers that she is not really mad but rather just neglected and lonely. She finds love and tragedy almost simultaneously. It's well-done but on the depressing side. Art house fans, who like their film fare on the heavy and dramatic side, will best appreciate this release. The acting is competent, and the direction and production are high in quality. Stanley Mann wrote the screenplay, based on a novel by Phyllis Hastings.

Ad Lines: "Was She Lonely Or Mad Or Just In Need Of Love?"; "High Atop The Cliffs Near The Sea Lived A Man, Two Women, A Fugitive . . . . Anything Could Happen."

1964-1965 FILM SEASON
ANNUAL INDEX

Published annually at the close of each 12-month Film Season, this easily saveable service provides subscribers to MOTION PICTURE EXHIBITOR with a complete annual reference record to all Features and Shorts: (a) by DISTRIBUTION SOURCE, (b) by ALPHABET, (c) by PRODUCTION NUMBER, (d) by RELEASE DATE, and (e) with complete data on RUNNING TIME, REVIEW DATE, Pink REVIEWS page NUMBER, LEGION OF DECENCY CLASSIFICATION, CAST, REVIEWER'S ESTIMATE, etc. Where complete individual REVIEWS sections for the preceding 12 months HAVE been saved, this ANNUAL INDEX serves as the final annual installment and complete annual index. This ANNUAL INDEX should be saved as a record of the complete 12-month Season, even though individual REVIEWS sections through the year may not have been saved.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.

MOTION PICTURE
EXHIBITOR
SHOWMEN'S TRADEREVIEW

AUGUST 18, 1965
SECTION TWO
Vol. 74 No. 4

FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy
CAR—Cartoon
COMP—Compilation
D—Drama
DOC—Documentary
MD—Melodrama
MU—Musical
W—Western
NOV—Novelty
TRAV—Travelogue

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinerama
CS—CinemaScope
DC—Deluxe Color
DS—Dyaliscope
EC—Eastman Color
MC—MetroColor
PC—Pathe Color
PV—Panavision
RE—Reissue
TC—Technicolor
TE—Technirama
TS—Techniscope
VV—VistaVision
C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and data of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

ALLIED ARTISTS DISTRIBUTED DURING THE PAST 12 MONTHS

6414 **BLOOD ON THE ARROW**—W-91m.—(DC)—Dale Robertson, Martha Hyer, Wendell Corey—5237 (12-16-64)—Old Fashioned fast moving western

FOOL KILLER, THE—D-98.—Anthony Perkins, Edward Albert, Salome Jens — 5277 (4-2B-65) — Off-beat drama can use special attention—Landau

6501 **MARA OF THE WILDERNESS**—D-90m.—(C)—Adam West, Linda Saunders—5293 (6-23-65)—Outdoor adventure is okay family program entry

6410 **MASTER SPY**—D-71m.—Stephen Murray, June Thorburn5209 (9-2-64)—Fair programmer—English-made

6407 **NAKED KISS, THE**—D-92m.—Constance Towers, Anthony Eisley—5227 (11-4-64)—Fair Adult Programmer

6543 **PAWNBROKER, THE**—D-114m.—Rod Steiger, Geraldine Fitzgerald—5273 (4-14-65)—Shatteringly powerful drama heightened by superb acting—Landau

6405 **SECRET DOOR, THE**—MD-72m.—Robert Hutton, Sandra Dorne—5209 (9-2-64)—Spy yarn for program—English-made

6411 **STATION SIX SAHARA**—D-99m.—Carroll Baker, Peter Van Eyck—5197 (B-19-64)—Interesting drama—Filmed abroad

6509 **TICKLE ME**—MU-90m.—(PV; DC)—Elvis Presley, Jocelyn Lane—5293 (6-23-65)—Loads of songs and gals brighten Presley starrer

6542 **UMBRELLAS OF CHERBOURG, THE**—NOV.—90m.—(C)—Catherine Deneuvre—5243 (12-30-64)—Unusual treatment for ordinary love story—French-made; English titles—Landau

6506 **YOUNG DILLINGER**—MD-102m.—Nick Adams, Mary Ann Mobley—5277 (4-2B-65)—Typical crime does not pay meller

COMING

ANKLES AWAY—Kenneth Moore
BIKINI PARADISE—(EC)—Janette Scott, Keiron Moore
BLOOD AND BLACK LACE—(TC)—Cameron Mitchell
CITY OF FEAR—Terry Moore
COUNTRY MUSIC CARAVAN—(EC;MTP70)—Ernest Tubbs
CURSE OF THE VOODOO—
ESCAPE BY NIGHT—Terence Longdon, Jennifer Jayne—English
FRANKENSTEIN MEETS THE SPACE MONSTERS—
FINGER ON THE TRIGGER—Rory Calhoun
GUNMEN OF THE RIO GRANDE—Guy Madison
GENTLE RAIN, THE—(C)—Christopher George
HOT SPY, COLD CORPSE—Kerwin Mathews
HUMAN DUPLICATORS—George Nader
LIFE IN DANGER, A—Derrin Nesbitt, Julie Hopkins
MAGIC WEAVER, THE—(C)—Fairy Tale
MUTINY IN OUTER SPACE—William Leslie
OPERATION C.I.A.—Burt Reynolds
OSS 117—Irina Demich, Nadia Sanders
PIE IN THE SKY—Lee Grant, Richard Bray
RACING FEVER—(C)—Joe Morrison, Barbara Bigert
TAFFY AND THE JUNGLE HUNTER—(TC)—Jacques Bergerac, Manuel Padula
TENNESSEE JAMBOREE—(EC)—Jim Reeves, Ernest Tubbs

AMERICAN INTERNATIONAL DISTRIBUTED DURING THE PAST 12 MONTHS

6417 **ATRAGON**—MD-88m.—(Colorscope)—Japanese cast—5245 (1-20-65)—Good action import for program—Japanese-made

6503 **BEACH BLANKET BINGO**—CMU-98m.—(P.V.;PC))—Frankie Avalon, Annette Funicello, Deborah Walley—5285 (5-26-65)—Teeners will enjoy latest beach bash

6410 **CONQUERED CITY**—M-91m.—David Niven, Bem Gazzara, Lea Massari—5257 (3-3-65)—Wartime meller has names to help—Filmed abroad

A13 **DIARY OF A BACHELOR**—NOV-88m.—William Traylor, Dagne Crane—5217 (10-7-64)—Fair sexploitation entry

412 **GODZILLA VS THE THING**—FAN-90m.—(Colorscope; PC)—Japanese cast—5213 (9-23-64)—Japanese fairy tale of monsters aimed at juveniles—Japanese-made; dubbed in English

6506 **GO GO MANIA**—MU-70m.—(TS;TC)—The Beatles, The Animals, Hermans Hermits—5285 (5-26-65)—Musical strictly for teens—English made

6509 **HOW TO STUFF A WILD BIKINI**—CC-93m.—(PV; PC)—Annette Funicello, Dwayne Hickman, Brian Donlevy—5301 (7-21-65)—Another wild entry for younger set

403 **LAST MAN ON EARTH, THE**—MD-86m.—Vincent Price—5241 (12-30-64)—Fascinating horror entry—Italian-made

6501 **LOST WORLD OF SINBAD, THE**—MD-90m.—(C; Wide Screen)—Toshiro Mifune—5261 (3-17-65)—Fair import has potential—Japanese-made; dubbed in English

6411 **OPERATION SNAFU**—C-93m.—Alfred Lynch, Sean Connery, Ann Beach—5257 (3-3-65)—Cute British service comedy—English-made

416 **PAJAMA PARTY**—CMU—83m.—(PV; PC)—Tommy Kirk, Annette Funicello, Elsa Lanchester—5229 (11-18-64)—Good for teens and family crowd

SERGEANT DEADHEAD—CMU—90m.—(PV; PC)—Frankie Avalon, Deborah Walley, Fred Clark—5309 (B-18-65)—Cute teen comedy has angles to help

6508 **SKI PARTY**—MUC-90m.—(PV; PC)—Frankie Avalon, Deborah Walley, Dwayne Hickman—5293 (6-23-65)—Another gem for teen-agers

6505 **SWINGERS' PARADISE**—C-83m.—(C)—Cliff Richard, Susan Hampshire—5305 (B-4-65)—Fair comedy for program—English-made

6416 **TABOOS OF THE WORLD**—DOC. 97m.—(C)—Narration by by Vincent Price—5273 (4-14-65)—Outstanding, at times shocking, novelty

407 **TIME TRAVELERS, THE**—SFD-82m.—(C)—Preston Foster, Merry Anders—5225 (11-4-64)—Good science fiction entry

6419 **TOMB OF LIGEIA**—MD-81m.—(PC; PV)—Vincent Price Elizabeth Shepherd—5253 (2-17-65)—Good horror entry—English-made

404 **UNEARTHLY STRANGER**—MD-68m.—John Neville—5241 (12-30-64)—Original sci-fi entry is well done—English-made

408 **VOYAGE TO THE END OF THE UNIVERSE**—D-81m.—Dennis Stephans—5213 (9-23-64)—Science fiction programmer

6504 **WAR-GODS OF THE DEEP**—MD-B5m.—(Colorscope)—Vincent Price, Tab Hunter, Susan Hart—5293 (6-23-65)—Good programmer

. . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

A

Across The River		Misc.
Adventures Of Scaramouche	A2	Emb
• Alfie		Par.
• After The Fox		UA
• Apache Uprising		Par.
Agent B¾	A3	Cont.
• Agony And The Ecstasy, The ...	A2	Fox
• Alphabet Murders, The		MGM
Americanization of Emily, The .	B	MGM
Amorous Adventure Of Moll Flanders	B	Par.
• And Now Miguel		U
And So To Bed		For.
Andy	A3	U
• Ankles Away		AA
• Apache Gold	A1	Col.

PLEASE NOTE . . .

This Annual Index for the 1964-65 season, is a record of the complete 12-month season and should be saved along with other copies of consecutively numbered REVIEWS in your loose-leaf binders to give you a complete record of products reviewed in MOTION PICTURE EXHIBITOR for the period specified. Beginning with the issue of September 1, 1965, the REVIEWS' data will embrace the 1965-66 season as well as additional data of the 1964-65 season until the record is completed.

THE EDITORIAL STAFF

Title	Rating	Distributor
Apache Rifles	A1	Fox
Ape Woman, The	A3	Emb.
• Arabesque		U
Arizona Raiders, The	A2	Col.
• Around the World Under the Sea		MGM
Art of Love	A2	U
Atragon	A1	A-I
Awful Dr. Orlof, The		For.

B

Title	Rating	Distributor
Baby, The Rain Must Fall	A2	Col.
Back Door To Hell	A2	Fox
Bambole	C	For.
Banana Peel	A3	For.
• Bang! You're Dead		AI
• Battle of the Bulge		WB
Battle of Illa Florita, The	A3	WB
Bay Of Angels	A3	For.
Beach Blanket Bingo	A2	AI
Behold A Pale Horse	A2	Col.
Bebo's Girl	A3	Cont.
• Bedford Incident, The		Col.
Before the Revolution		For.
• Big Hand for the Little Lady, A		WB
• Bikini Paradise		AA
• Billie		UA
• Billy The Kid Vs Dracula		EMB
Black Spurs	A2	Par.
Black Torment, The		For.
• Blindfold		U
• Blood And Black Lace	B	AA
Blood On The Arrow	A2	AA
• Boeing—Boeing		Par.
• Born Free		Col.
Bounty Killer, The		EMB
Boy Ten Feet Tall, A	A1	Par.
Brain, The		For.
Brainstorm	A3	WB
• Brigand of Kandahar, The		Col.
• Buddha	A3	Misc.
• Bullwhip Griffin		BV
• Bunny Lake Is Missing		Col.
Bus Riley's Back In Town	A3	U
Bus, The		Misc.

C

Title	Rating	Distributor
• Cabriola		Col.
Caddy, The-Re	A1	Par.
Carry On Spying		For.
Casablan		For.
Casanova '70		Emb.
Castle Of Blood		Misc.
• Cast A Giant Shadow		UA
• Centurions, The		Col.
Cat Ballou	A2	Col.
• Chase, The		Col.
Cheyenne Autumn	A1	WB
• Chinese Adventures In China		UA
• Cincinnati Kid, The		MGM
Circle of Love	C	Cont.
• City In The Sea		AI
• City Of Fear		AA
Clarence The Cross-Eyed Lion	A1	MGM
Cleopatra	B	Fox
Code 7, Victim 5	A3	Col.
Collector, The	A4	Col.
• Congo Vivo		Col.
• Convict Stage	A2	Fox
Conquered City	A1	A-I
Contempt	C	Emb.
Cool World, The	A4	Misc.
• Country Music Caravan		AA
Crack In The World	A2	Par.
• Crack Of The Whip		WB
• Curse Of The Fly, The	A2	Fox
Curse of the Mummy's Tomb, The	A2	Col.
Curse of The Stone Hand		Misc.
• Curse of the Voodoo		AA

D

Title	Rating	Distributor
Dark Intruder	A2	U
Darling		Emb.
Dear Bridg[illegible]	A1	Fox
Dear Heart	A3	WB
• Devils of Darkness	B	Fox
Diary Of A Bachelor	B	AI
Diary of a Chambermaid, The	B	For.
Die, Die, My Darling	A3	Col.
• Die, Monster, Die		A-I
Dingaka	A3	Emb.
Disorderly Orderly, The	A1	Par.
• Do Not Disturb		Fox
• Dr. Goldfoot And The Bikini Machine		AIP
Dr. Terror's House Of Horrors	A2	Par.
• Doctor Zhivago		MGM
• Don't Worry, We'll Think Of A Title		UA

E

Title	Rating	Distributor
Earth Dies Screaming, The	A1	Fox
East Of Sudan	A1	Col.
Eleanor Roosevelt Story, The		Misc.
• El Greco		Fox
Emil And The Detectives	A1	BV
• Epitaph For A Spy		AI
• Escape By Night	A2	AA
Eva	C	For.
Eye Of The Needle, The		For.

F

Title	Rating	Distributor
Face of the Screaming Werewolf		Misc.
Fail Safe	A2	Col.

6502 WAR OF THE ZOMBIES, THE—MD-85m.—(C; S)—John Drew Barrymore, Susi Andersen—5281 (5-12-65)—Another Italian spectacle for the program—Italian-made; dubbed in English

TO BE REVIEWED

BANG! YOU'RE DEAD—Brett Halsey, Pier Angeli, Dana Andrews
DIE, MONSTER, DIE—(C;S)—Boris Karloff
DR. GOLDFOOT AND THE BIKINI MACHINE—(PV; C)—Vincent Price, Frankie Avalon
EPITAPH FOR A SPY—Dana Andrews, Pier Angeli
FRANKENSTEIN MEETS THE GIANT DEVIL FISH—Nick Adams
NAVAJO RUN—Johnny Seven, Virginia Vincent
PLANET OF BLOOD, THE—(TC; S)—Barry Sullivan, Susan Hart
UNDER AGE—Anne MacAdams, Roland Royter

BUENA VISTA DISTRIBUTED DURING THE PAST 12 MONTHS

160 EMIL AND THE DETECTIVES—C-99m.—(TC)—Walter Slezak, Bryan Russell—5221 (10-21-64)—Engaging Disney comedy for family and young viewers in particular—Filmed in Germany

157 MARY POPPINS—MUC-140m.—(TC)—Julie Andrews, Dick Van Dyke—5209 (9-2-64)—Colorful, pleasant entertainment from Disney

MONKEY'S UNCLE, THE—C-87m.—(TC)—Tommy Kirk, Annette, Leon Ames—5305 (8-4-65)—Fair Disney family-type comedy

158 SO DEAR TO MY HEART—CD-82m.—(TC)—Burl Ives, Luana Patton, Bobby Driscoll—5217 (10-7-64)—Reissue has world of selling opportunities—Reissue

TATTOOED POLICE HORSE, THE—D-48m.—(TC)—Sandy Sanders, Shirley Skiles—5225 (11-4-64)—Interesting featurette

THOSE CALLOWAYS—D—131m.—(TC)—Brian Keith, Vera Miles, Brandon de Wilde—5229 (11-18-64)—Interesting outdoor drama could use a bit of editing

TO BE REVIEWED

BULLWHIP GRIFFIN—(TC)—Suzanne Pleshette, Karl Malden, Roddy McDowall
FOLLOW ME, BOYS—(TC)—Fred MacMurray, Vera Miles, Charlie Ruggles
JUNGLE BOOK, THE—(TC)—Cartoon Feature
LT. ROBIN CRUSOE, U.S.N.—(TC)—Dick Van Dyke, Nancy Kwan
THAT DARN CAT—(TC)—Hayley Mills, Dean Jones
UGLY DACHSHUND, THE—(TC)—Dean Jones, Suzanne Pleshette

COLUMBIA DISTRIBUTED DURING THE PAST 12 MONTHS

ARIZONA RAIDERS—W-88m.—(TC; TS)—Audie Murphy, Gloria Talbott—5305 (8-4-65)—Good western entry with color added

65015 BABY, THE RAIN MUST FALL—D-100m.—Lee Remick, Steve McQueen—5245 (1-20-65)—Good drama suffers from some slow spots

65004 BEHOLD A PALE HORSE—D-118m.—Gregory Peck, Anthony Quinn—5197 (8-19-64)—Off-beat drama is well made—Filmed abroad

65026 CAT BALLOU—CW-96m.—(C)—Jane Fonda, Lee Marvin, Michael Callan—5281 (5-12-65)—Off-beat western is cute and comic

65011 CODE 7, VICTIM 5—MD—88m.—(TS; TC)—Lex Barker, Ann Smyrner—5229 (11-18-64)—Good program entry—Filmed in South Africa

COLLECTOR, THE—D-119m.—(C)—Terence Stamp, Samantha Eggar—5285 (5-26-65)—Intriguing, off-beat drama

65009 CURSE OF THE MUMMY'S TOMB, THE—MD-81m.—(TS; TC)—Terence Morgan—5249 (2-3-65)—Exploitable horror entry—English-made

65020 DIE, DIE, MY DARLING—MD-97m.—(EC)—Tallulah Bankhead, Stefanie Powers, Maurice Kaufman—5273 (4-14-65)—Good suspense shocker for horror fans—English-made

65013 EAST OF SUNDAN—MD-84m.—(TS; TC)—Anthony Quale, Sylvia Syns—5253 (2-17-65)—Well made escape yarn has Kipling flavor—English-made

65005 FAIL SAFE—D-111m.—Henry Fonda, Don O'Herlihy—5213 (9-23-64)—Shattering topical drama deserves widest audience

65008 FINEST HOURS, THE—DOC.-114m.—(C)—Narrated by Orson Welles—5217 (10-7-64)—Highly interesting documentary on Sir Winston Churchill ranks with best—English-made

65012 FIRST MEN IN THE MOON—MD-103m.—(PV; Lunacolor)—Edward Judd, Lionel Jeffries, Martha Hyer—5221 (10-21-64)—Good science fiction entry—Filmed in England

66002 GENGHIS KHAN—MD-124m.—(PV; C) Omar Sharif, Stephen Boyd, James Mason, Francoise Dorleac—5277 (4-28-65)—Impressive adventure entry—Filmed abroad

65010 GORGON, THE—MD-83m.—(EC)—Peter Cushing, Christopher Lee—5249 (2-3-65)—Okay horror entry—English-made

HARVEY MIDDLEMAN, FIREMAN—C-75m.—(C)—Gene Troobnick, Hermione Gingold—5301 (7-21-65)—Simple, amusing offering has satiric bite

714 LAWRENCE OF ARABIA—D-222m.—(PV; TC)—Peter O'Toole, Alec Guinness, Anthony Quinn—5005 (12-19-62)—Top ranking adventure epic is loaded with potential

65006 LILITH—D-114m.—Warren Beatty, Jean Seberg, Peter Fonda, Kim Hunter—5213 (9-23-64)—Sensuous, brooding drama of mental turmoil

66001 LORD JIM—D-154m.—(Super Panavision 70; (TC)—Peter O'Toole, James Mason, Curt Jurgens, Daliah Lavi—5257 (3-3-65)—Conrad novel makes for fascinating adventure—Filmed abroad

65017 LOVE HAS MANY FACES—D-105m.—(EC)—Lana Turner, Cliff Robertson, Hugh O'Brian—5253 (2-17-65)—Highly lavish tale for the ladies

65018 MAJOR DUNDEE—MD-124m.—(PV; EC)—Charlton Heston, Richard Harris, Senta Berger—5261 (3-17-65)—Entertaining, action-packed chase film

65016 OUTLAWS IS COMING, THE—C-89m.—Three Stooges, Nancy Kovack—5245 (1-20-65)—Okay entry for kiddie and family trade

THESE ARE THE DAMNED—D-77m.—(Hammerscope)—Macdonald Carey, Shirley Anne Field, Viveca Lindfors—5301 (7-21-65)—Adequate supporting fare—English-made

66004 SHIP OF FOOLS—D—150m.—Vivien Leigh, Simone Signoret, Jose Ferrer—5281 (5-12-65)—A shipload of strangers on a voyage provides interesting film fare .

65021 SYNANON—D-107m.—Edmond O'Brien, Chuck Connors, Stella Stevens, Alex Cord—5282 (5-12-65)—Gripping, well-made drama on effort to aid drug addicts

65014 WORLD WITHOUT SUN—DOC-93m.—(C)—Produced by Jacques-Yves Cousteau—5241 (12-30-64)—Fairly interesting under-sea documentary

COMING

APACHE GOLD—(CS; C)—Lex Barker
BUNNY LAKE IS MISSING—(PV)—Laurence Olivier Carol Linley—English-made
BEDFORD INCIDENT, THE—Richard Widmark, Sidney Poitier, James MacArthur
BORN FREE—(PV; C)—Bill Travers, Virginia McKenna
BRIGAND OF KANDAHAR, THE—(C)—Ronald Lewis, Yvonne Romain, Oliver Reed
CABRIOLA—(C)—Marisol, Angel Peralta—Spanish-made
CENTURIONS, THE—(PV; C)—Anthony Quinn, Claudia Cardinale
CHASE, THE—(PV; C)—Marlon Brando, Jane Fonda
CONGO VIVO—Jean Sebastian, Bachir Toure
FOG—(EC)—John Neville, Donald Houston—English-made
GREAT SIOUX MASSACRE, THE—Joseph Cotten
HEROES OF TELEMARK—(PV; C)—Kirk Douglas, Richard Harris
KING RAT—George Segal, Tom Courtenay, James Fox
LIFE AT THE TOP—Laurence Harvey, Jean Simmons—English-made
LITTLE PRINCE AND THE EIGHT-HEADED DRAGON, THE—(S; C)—Japanese-Made Feature Cartoon
MAGIC WORLD OF TOPO GIGIO, THE—(C)—The Italian Mouse
MICKEY ONE—Franchot Tone. Hurd Hatfield, Alexandra Stewart
NIGHT OF THE TIGER, THE—(C)—Chuck Connors
PLAYBOY—(C)—Tony Curtis
PLAY IT COOLER—Anthony Newly, Anne Aubrey
SENILITA—Anthony Franciosa, Claudia Cardinale
SILENCERS, THE—(PV; C)—Dean Martin, Stella Stevens
TREASURE OF SILVER LAKE—(CS; C)—Lex Barker
WATCH IT, SAILOR—Dennis Price Marjorie Rhodes
WINTER A-GO-GO—James Stacy, Jill Donohue
YOU MUST BE JOKING—Michael Callan, Terry-Thomas-English-made

CONTINENTAL (WALTER READE-STERLING, INC.)

AGENT 8¾—C-98m.—(C)—Dirk Bogarde, Sylva Koscina—5301 (7-21-65)—Amusing espionage entry—English-made

BEBO'S GIRL—D-94m.—Claudia Cardinale, George Chakiris—5237 (12-16-64)—Fair import—Italian-made; English titles

CIRCLE OF LOVE—D-105m.—(EC)—Jane Fonda, Maurice Ronet, Catherine Spaak—5269 (3-31-65)—Affairs of the bedroom best suited for adult art and exploitation spots—Filmed abroad; dubbed in English

LOVE GODDESSES, THE—COMP.-82m.—Stars of yesteryear—5258 (3-3-65)—Exploitable, moderately successful compilation of film clips

LUCK OF GINGER COFFEY, THE—D-100m.—Robert Shaw, Mary Ure—5217 (10-7-64)—Good entry for art and specialty spots—Filmed in Canada

MEDITERRANEAN HOLIDAY—TRAV-128m.—(CS; TC)—Narration by Burl Ives—5221 (10-21-64)—Excellent travelogue

RATTLE OF A SIMPLE MAN—CD-96m.—Harry H. Corbett, Diane Cilento—5237 (12-16-64)—Good entry for adult art house audiences—English-made

SLAVE TRADE IN THE WORLD TODAY—DOC.-86m.—(EC)—Produced by Meleno Malenotti—5233 (12-3-64)—Interesting documentary—Filmed abroad

COMING

OMICRON—Renato Salvatori
TIME OF INDIFFERENCE—Claudia Cardinale, Shelley Winters, Rod Steiger
WORLD'S GREATEST SWINDLES—International Cast

EMBASSY

ADVENTURES OF SCARAMOUCHE, THE—MD-98m.—(C)—Gerard Barray, Gianna Maria Canale—5233 (12-3-64)—Okay swashbuckler for the program—French-Italian made; dubbed in English

APE WOMAN, THE—CD-97m.—Ugo Tognazzi, Annie Girardot—5210 (9-2-64)—Okay art house fare—Italian-made; English titles

BOUNTY KILLER, THE—W-92m.—(TC; Techniscope)—Dan Duryea, Rod Cameron, Audrey Dalton—5294 (6-23-65)—Okay western program

CASANOVA '70—C-113m.—(C)—Marcello Mastroianni, Virna Lisi—5305 (8-4-65)—Fun and romance Italian style Italian-made; English titles.

CONTEMPT—D-99m.—(C-FS)—Brigitte Bardot, Jack Palance, Michel Piccoli—5218 (10-7-64)—Uneven effort has highbrow appeal. Bardot name—French-made

DARLING—D—122m.—Laurence Harvey, Dirk Bogarde, Julie Christie—5309 (8-18-65)—Intriguing entry for adults—English-made

DINGAKA—MD-98m.—(C)—Stanley Baker, Juliet Prowse—5285 (5-26-65)—Off beat tale of African native's search for vengeance is okay programmer—Filmed abroad

FASCIST, THE—CD-102m.—Ugo Tognazzi, Georges Wilson—5297 (7-7-65)—Amusing tale of ironies of war—Italian-made; English titles

HOUSE IS NOT A HOME, A—MD-95m.—Shelley Winters, Robert Taylor, Cesar Romero—5197 (8-19-64)—Exploitable meller based on madam's memoirs

IL SUCCESSO—D-103m.—Vittorio Gassman, Anouk Aimee—5286 (5-26-65)—Interesting import—Italian-made; English titles

KIMBERLEY JIM—D-82m.—(WS; C)—Jim Reeves, Madeleine Usher—5278 (4-28-65)—Pleasant programmer—Filmed abroad

LET'S TALK ABOUT WOMEN—CD-109m.—Vittorio Gassman—5218 (10-7-64)—Title reveals all and men should like what they see—Italian-made; English titles

MARRIAGE ITALIAN STYLE—D-102m.—(EC)—Sophia Loren, Marcello Mastroianni—5241 (12-30-64)—Interesting import with potent names—Italian-made; English titles

ONLY ONE NEW YORK—DOC.-75m.—Narrated by Norman Rose—5218 (10-7-64)—Absorbing, well-made documentary

PASSIONATE THIEF, THE—C-100m.—Anna Magnani, Ben Gazzare, Toto—5210 (9-2-64)—Offbeat comic import is fun for art spots—Italian-made; dubbed in English

REQUIEM FOR A GUNFIGHTER—W-91m.—(TS; TC)—RodCameron, Stephen McNally—5297 (7-7-65)—Fair western

SANTA CLAUS CONQUERS THE MARTIANS—FAN—80m.—(EC)—Leonard Hicks, John Call—5230 (11-18-64)—Cute seasonal entry for the kiddies

SEASIDE SWINGERS—CMU-94m.—(CS; TC)—John Leyton, Mike Sarne, Freddie and the Dreamers—5289 (6-9-65)—Amusing programmer aimed at teens—English-made

SECRET OF MAGIC ISLAND, THE—NOV-63m.—(EC)—Narration by Philip Tonken—5278 (4-28-65)—Cute bit of fluff strictly for kiddies—French-made

THREE PENNY OPERA—MU-83m.—(EC)—Curt Jurgens, Hildegarde Neff, Sammy Davis Jr.—5237 (12-16-64)—Mediocre film of famous stage offering—German-made; dubbed in English

COMING

BILLY THE KID VS DRACULA—(C)—John Carradine, Chuck Courtney
GITI—(WS; TC)—Jack Chaplain, Heather North
ITALIANO BRAVA GENTE—Arthur Kennedy, Peter Falk
LITTLE NUNS, THE—Catherine Speak—Italian-made
PARANOIA—Marcello Mastroianni, Catherine Speak
TENTH VICTIM, THE—Marcello Mastroianni, Ursula Andress, Elsa Martinelli
VILLAGE OF THE GIANTS—(EC)—Tommy Kirk, Charla Doherty

MGM

DISTRIBUTED DURING THE PAST 12 MONTHS

508 AMERICANIZATION OF EMILY, THE—CD-115m.—James Garner, Julie Andrews, Melvyn Douglas—5225 (11-4-64)—Solid entertainment for adult audiences

6519 CLARENCE, THE CROSS-EYED LION—C-98m.—(MC)—Marshall Thompson, Betsy Drake—5254 (2-17-65)—Whimsical farce is fine family offering

512 GET YOURSELF A COLLEGE GIRL—CMU-86m.—(MC)—Mary Ann Mobley, Chad Everett, Willard Watermen—5233 (12-3-64)—Watusi dance fling for teenagers

6518 GIRL HAPPY—CMU-96m.—(PV; MC)—Elvis Presley, Shelley Fabares—5246 (1-20-65)—Okay Presley entry

6522 GUNFIGHTERS OF CASA GRANDE—W-92m.—(CS;MC)—Alex Nicol, Diana Lorys—5274 (4-14-65) Big scale western lacking in names—Filmed abroad

6521 HERCULES, SAMSON AND ULYSSES—MD-85m.—(EC)—Kirk Morris, Richard Lloyd—5282 (5-12-65)—Italian-made spectacle with legendary heroes—Italian-made; dubbed In English

455 HOW THE WEST WAS WON—D-152m.—(CN; TC)—James Stewart, Debbie Reynolds, George Peppard, others—4997 (11-21-62)—The greatest western spectacle; tops them all

6523 HYSTERIA—MD-86m.—Robert Webber, Lelia Goldoni—5269 (3-31-65)—Muddled meller for program—English-made

6524 JOY IN THE MORNING—D-103m.—(MC)—Richard Chamberlain, Yvette Mimieux—5261 (3-17-65)—Romantic drama should have strong appeal for young adults

506 JOY HOUSE—MD-98m.—(Frenscope)—Jene Fonde, Lole Albright, Alain Delon—5225 (11-4-64)—Okay adult programmer—Made In France

LAUREL AND HARDY'S LAUGHING '20's—COMP—91m.—Laurel and Hardy—5309 (8-18-65)—Nostalgic Robert Youngson compilation of old comedies provides laughs

515 LILI—D-81m.—(TC)—Leslie Caron, Mel Ferrer, Jean Pierre Aumont—5226 (11-4-64)—Reissue of high rating romantic drama for class and art spots—Reissue

6501 MGM'S BIG PARADE OF COMEDY—COMP.—89m.—MGM starts—5210 (9-2-64)—Sell the names and nostalgia

6511 MURDER AHOY—CMD-93m.—Margaret Rutherford, Lionel Jeffries—5214 (9-23-64)—Agatha Christie and Margaret Rutherford 'ave a go at murder again—English-made

6601 MURDER MOST FOUL—90m.—(PV)—Margaret Rutherford, Ron Moody—5198 (8-19-64)—Margaret Rutherford and Agatha Christie ride again

358 MUTINY ON THE BOUNTY—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Terita—4998 (11-21-62)—High rating adventure entry

6504 OF HUMAN BONDAGE—D-98m.—Kim Novak, Laurence Harvey—5214 (9-23-64)—Remake of Maugham classic aided by names—Made in England

6529 OPERATION CROSSBOW—D-116m.—(PV; MC)—Sophia Loren, George Peppared, Trevor Howard—5274 (4-14-65)—Well-made, exciting tale of espionage in war

6507 OUTRAGE, THE—97m.—(PV)—Paul Newman, Claire Bloom, Laurence Harvey—5219—(10-7-64)—Top cast adds interest to "search for truth" drama

6502 QUO VADIS—HISD-168m.—(TC)—Robert Taylor, Deborah Kerr—5214 (9-23-64)—Topnotch epic reissue—Filmed in Italy

6514 QUICK BEFORE IT MELTS—C-98m.—(PV; MC)—George Maharis, Anjanette Comer, Robert Morse—5238 (12-16-64)—Amusing comedy

6516 ROUNDERS, THE—C-85m.—(PV; MC)—Glenn Ford, Henry Fonda—5246 (1-20-65)—Adult western horse story

6520 SANDOKAN THE GREAT—MD-110m.—(TS; TC)—Steve Reeves—5274 (4-14-65)—Action packed jungle adventure—Italian-made; dubbed in English

SANDPIPER, THE—D-116m.—(PV; MC)—Elizabeth Taylor, Richard Burton—5297 (7-7-65)—Lush Taylor-Burton love story is boxoffice natural

6526 SHE—MD-106m.—(CS; TC)—Ursula Andress, John Richardson—5274 (4-14-65)—Large scale film version of famous novel is exploitable—English-made

6515 SIGNPOST TO MURDER—D-79m.—(PV)—Stuart Whitman, Joanne Woodward—5238 (12-16-64)—Bizarre whodunit for program—English-made

513 36 HOURS—D-115m.—(PV)—James Gerner, Rod Teylor, Eva Marie Saint—5233 (12-3-64)—Interesting drama

VICE AND VIRTUE—MD—103m.—Annie Girardot, Catherine Deneuve, Robert Hossein—5262 (3-17-65)—Nazis In occupied France subject of strong Roger Vadim film—French-made; dubbed in English

YELLOW ROLLS-ROYCE, THE—122m.—(MC; PV)—Rex Harrison Shirley MacLaine, Ingrid Bergman, Omar Shariff—5246 (1-20-65)—Names should make this episodic offering a boxoffice natural—English-made

6517 YOUNG CASSIDY—D-110m.—(TC)—Rod Taylor, Flora Robson—5258 (3-3-65)—Fine drama for discriminating audiences—Made in England

505 YOUNG LOVERS, THE—D-108m.—Peter Fonda, Sharon Hugueny, Nick Adams—5222 (10-21-64)—Adult drama of college love should attract.

509 YOUR CHEATIN' HEART—MUd-99m.—(PV)—George Hamilton, Susan Oliver, Red Buttons—5222 (10-21-64)—Country music entry is fair programmer

6525 ZEBRA IN THE KITCHEN—CD-93m.—(MC)—Jay North, Martin Milner, Joyce Meadows—5262 (3-17-65)—Okay family picture especially for kid matinees

COMING

ALPHABET MURDERS, THE—Tony Randall, Anita Ekberg—English-made
AROUND THE WORLD UNDER THE SEA—(Panavision 65, MC)—Lloyd Bridges, Brian Kelly, Shirley Eaton
CINCINNATI KID, THE—(MC)—Steve McQueen, Tuesday Weld, Ann-Margret
DOCTOR ZHIVAGO—(PV; MC)—Omar Sharif, Rita Tushingham, Tom Courtenay, Alec Guinness
HARUM SCARUM—(PV; MC)—Elvis Presley, Mary Ann Mobley
HILL, THE—Sean Connery, Michael Redgrave
HOTEL PARADISO—(PV; C)—Alec Guinness, Gina Lollobrigida
LIQUIDATOR, THE—(PV; MC)—Rod Taylor, Trevor Howard, Jill St. John—English-made
LADY L—(PV)—Sophia Loren, Paul Newman, David Niven
LOVED ONE, THE—(PV)—Robert Morse, Jonathan Winters, Anjanette Comer

Family Jewels, The	A1	Par.
Fanny Hill		For.
› Fantastic Voyage		Fox
Fascist, The		EMB.
Fate Is The Hunter	A1	Fox
Father Goose	A1	U
Ferry Cross The Mercey	A1	UA
● Finger On The Trigger		AA
● Fine Madness, A		WB
Finest Hours, The	A1	Col.
First Men In The Moon	A1	Col.
Flesh Eaters, The		Misc.
● Flight Of The Phoenix, The		Fox
Flower Drum Song-Re	A2	U
Fluffy	A1	U
› Fog		Col.
› Follow Me, Boys		BV
Fool Killer, The	A2	AA-Landau
Fort Courageous	B	Fox
Four Days In November	A1	UA
● Frankenstein Meets The Giant Devil Fish		A-I
● Frankenstein Meets the Space Monsters		AA
● Frankie and Johnny		UA

G

Genghis Khan	A3	Col.
● Gentle Rain, The		AA
Get Yourself A College Girl	B	MGM
● Ghost And Mr. Chicken, The		U
Girl Happy	B	MGM
Girl With Green Eyes	A4	For.
Girls On The Beach	B	Par.
● Giti	A1	EMB
Glory Guys, The	A2	UA
Go-Go Big Beat		For.
Go Go Mania	A1	A-I
Godzilla Vs The Thing	A1	AI
Goldfinger	A3	UA
Goodbye Charlie	A3	Fox
Gorgon, The	A2	Col.
Great Race, The	A1	WB
● Great Sioux Massacre, The	A2	Col.
Greatest Story Ever Told, The	A1	UA
Group The		UA
Guide, The	A3	For.
Gunfighters, At Casa Grande	A2	MGM
● Gunmen Of The Rio Grande		AA
● Gunpoint		U
Guns At Batasi	A3	Fox
Guns Of August	A1	U

H

Hallelujah Trail, The	A1	UA
Hamlet	A1	WB
● Harum Scarum		MGM
Harlow	B	Misc.
Harlow	A3	Par.
Harvey Middleman, Fireman	A2	Col.
Having A Wild Weekend	A3	WB
● Hawaiian Paradise		Par.
● Hawaii		UA
Help!		UA
Hercules, Samson And Ulysses	A1	MGM
Hercules vs The Giant Warriors		For.
● Heroes Of Telemark		Col.
High Infidelity	C	For.
High Wind In Jamaica, A	A2	Fox
● Hill The		MGM
Horrible Dr. Hichcock, The		For.
Horror Of It All, The	A2	Fox
● Hot Spy, Cold Corpse		AA
● Hotel Paradiso		MGM
House Is Not A Home, A	B	Emb.
How To Murder Your Wife	A3	UA
How To Stuff A Wild Bikini	B	A-I
How The West Was Won	A1	MGM
● Human Duplicators		AA
Hush, Hush, Sweet Charlotte	A3	Fox
Hysteria	A3	MGM

I

I Saw What You Did	A3	U
I'll Take Sweden	B	UA
Il Successo	A3	EMB
Image Of Love	C	Misc.
Imitation Of Life-Re	A3	U
● Incident At Phantom Hill, The	A1	U
In Harm's Way	B	Par.
Inheritance, The		Misc.
● Inside Daisy Clover		WB
● Italiano Brava Gente		EMB
Invitation To a Gunfighter	A3	UA
Ipcress File, The	A2	U
● Is Paris Burning?		Par.

J

John Goldfarb, Please Come Home	B	Fox
Joy House	B	MGM
Joy In The Morning	A3	MGM
● Judith		Par.
● Jungle Book, The		BV

K

●Kid Rodelo		Par.
Kimberley Jim	A2	Emb.
●King Rat		Col.
Kiss Me, Stupid	C	Misc.
Kisses For My President	A3	WB
Kitten With A Whip	B	U
Knack, The	A4	UA

L

●Lady L		MGM
Last Man On Earth, The	A2	AI
Last Woman of Shang, The		For.
Laurel and Hardy's Laughing 20's		MGM
Lawrence Of Arabia	A2	Col.
Let's Talk About Women	C	Emb.
●Lt. Robin Crusoe, U.S.N.		BV
●Life At The Top		Col.
●Life In Danger, A	A2	AA
Lili-RE	A2	MGM
Lilith	A4	Col.
●Liquidator, The		MGM
●Little Nuns, The		Emb.
●Little Prince And The Eight-Headed Dragon, The		Col.
Lively Set, The	A1	U
Living Between Two Worlds		Misc.
Longest Day, The	A1	Fox
Lord Jim	A2	Col.
Lost World Of Sinbad	B	A-I
Love And Kisses	A2	U
Love A La Carte	A4	For.
Love Goddesses	C	Cont.
Love Has Many Faces	B	Col.
●Loved One, The		MGM
Luck Of Ginger Coffey, The	A3	Cont.

M

Mme Olga's Massage Parlor		Misc.
●Madame X		U
●Made In Paris		MGM
Maedchen In Uniform		For.
●Magic Weaver, The		AA
●Magic World of Topo Gigio, The	A1	Col.
Major Dundee	A2	Col.
Male Hunt	B	For.
●Man Could Get Killed, A		U
Man From Button Willow, The	A1	Misc.
Man In The Dark	A3	U
Man Who Couldn't Walk, The		For.
Mara Of The Wilderness	A1	AA
Marriage-Italian Style	A4	Emb.
●Marriage On The Rocks		WB
Mary Poppins	A1	BV
Masquerade	A2	UA
Master Spy	A1	AA
●Maya		MGM
McHale's Navy Joins the Air Force	A1	U
Mediterranean Holiday	A1	-Cont.
MGM's Big Parade Of Comedy	A1	MGM
●Mickey One		Col.
Mirage	A2	U
●Mister Buddwing		MGM
Mister Moses	A2	UA
Model Murder Case, The		For.
●Modesty Blaise		Fox
Moment Of Truth, The		For.
●Moment To Moment		U
Mondo Pazzo	C	For.
●Monkey's Uncle, The	A1	BV
●Money Trap, The	B	MGM
Moro Witch Doctor	A2	Fox
Morituri	A3	Fox
●Moving Target, The		WB
Murder Ahoy	A1	MGM
Murder Most Foul	A1	MGM
●Murieta		WB
●Mutiny In Outer Space		AA
Mutiny On The Bounty	A2	MGM
My Baby Is Black		For.
My Blood Runs Cold	A2	WB
My Fair Lady	A1	WB
My Wife's Husband	A3	For.

N

Naked Brigade, The	A2	U
Naked Kiss, The	A3	AA
●Naked Prey, The	B	Par.
●Nanny, The		Fox
Nasty Rabbit, The		Misc.
●Navajo Run		AI
●Nevada Smith		Par.
●Never Too Late		WB
New Angels, The	C	For.
●New World, A		UA
●Night Of The Tiger, The		Col.
Night Train To Paris	A2	Fox
Night Walker, The	A2	U
Nightmare In The Sun	A3	Misc.
None But The Brave	A2	WB
Not on Your Life		For.
Nothing But A Man	A3	Misc.

O

Of Human Bondage	B	MGM
●Oh Dad, Poor Dad, Mama's Hung You In the Closet and I'm Feeling So Sad		Par.
●Omicron		Cont.
●Once A Thief	A3	MGM
One Way Pendulum	A2	For.
Onibaba		For.
Only One New York	A1	Emb.
●Operation C.I.A.		AA
Operation SNAFU	A3	AI

MADE IN PARIS—(PV; MC)—Ann-Margaret, Louis Jourdan
MAYA—(PV; MC)—Clint Walker, Jay North
MISTER BUDDWING—(PV)—James Garner, Jean Simmons, Suzanne Pleshette
MONEY TRAP, THE—(PV)—Glenn Ford, Elke Sommer
ONCE A THIEF—(PV)—Alain Delon, Ann-Margret, Van Heflin, Jack Palance
PASSPORT TO OBLIVION—(PV)—David Niven, Francoise Dorlec
PATCH OF BLUE, A—(PV)—Sidney Poitier, Shelley Winters
SECRET OF MY SUCCESS, THE—(PV; C)—Shirley Jones, James Booth
SEVEN WOMEN—(PV; MC)—Anne Bancroft, Sue Lyon, Margaret Leighton
SON OF A GUNFIGHTER—(CS; C)—Russ Tamblyn, Kieron Moore
TIKO AND THE SHARK—(WS; C)—Tahitian Cast
WHEN THE BOYS MEET THE GIRLS—Connie Francis, Harve Presnell, Joby Baker

PARAMOUNT DISTRIBUTED DURING THE PAST 12 MONTHS

6420 **AMOROUS ADVENTURES OF MOLL FLANDERS, THE**—C-126m.—(PV;TC)—Kim Novak, Richard Johnson, Angela Lansbury—5286 (5-26-65)—Naughty but nice funfest for adults—Made in England
6414 **BLACK SPURS**—W-81m.—(TC)—Rory Calhoun, Terry Moore, Linda Darnell, Scott Brady—5282 (5-12-65)—Satisfactory action for western fans with names to help
6407 **BOY TEN FEET TALL, A**—D-88m.—(CS; TC)—Edward G. Robinson, Constance Cummings, Fergus McClelland—5246 (1-20-65)—Interesting entry for young and old alike—Filmed abroad
R6402 **CADDY, THE**—C-95m.—Dean Martin, Jerry Lewis—5222 (10-21-64)—Reissue should have Martin-Lewis appeal—Reissue
6410 **CRACK IN THE WORLD**—MD-96m.—(TC)—Dana Andrews, Janette Scott—5254 (2-17-65)—Good science fiction entry
6406 **DISORDERLY ORDERLY, THE**—C-90m.—(TC)—Jerry Lewis, Susan Oliver—5238 (12-16-64)—Typical Jerry Lewis farce primarly for kids
6415 **DR. TERROR'S HOUSE OF HORRORS**—D-98m.—(TC)—Peter Cushing, Christopher Lee—5275 (4-14-65)—Off-beat horror entry has interest—English-made.
6422 **FAMILY JEWELS, THE**—C-100m.—(TC)—Jerry Lewis, Donna Butterworth—5294 (6-23-65)—Typical Lewis zaniness strictly for his fans
6419 **GIRLS ON THE BEACH, THE**—MU-80m.—(TC)—Martin West, Noreen Corcorah, The Crickets, The Beach Boys, Lesley Gore—5282 (5-12-65)—Bikinis plus rock 'n' roll add up to teen fun
6423 **HARLOW**—D-125m.—(PV; TC)—Carroll Baker, Martin Belsam, Red Buttons—5297 (7-7-65)—Well-made, interesting biofilm about yesterday's love goddess
6418 **IN HARM'S WAY**—D-165m.—(PV)—John Wayne, Kirk Douglas, Patricia Neal—5269 (3-31-65)—Impressive entertainment should register well with general audiences
R6408 **PSYCHO**—MD-109m.—Anthony Perkins, Vera Miles, John Gavin, Janet Leigh—5247 (1-20-65)—Reissue is rare experience in horror—(Reissue)
6405 **ROUSTABOUT**—CMU—101m.—(TS; TC)—Elvis Presley, Barbara Stanwyck, Joan Freeman—5230 (11-18-64)—Okay Presley musical for his fans
6421 **SONS OF KATIE ELDER, THE**—W-122m.—(PV; TC)—John Wayne, Dean Martin, Martha Hyer—5298 (7-7-65)—Very good big scale western
6325 **SYLVIA**—D-115m.—Carroll Baker, George Maharis, Edmond O'Brien—5249 (2-3-65)—Interesting drama for adults
TOWN TAMER—W-89m.—(TC; TS)—Dana Andrews, Terry Moore, Pat O'Brien—5302 (7-21-65)—Okay western
6404 **WHERE LOVE HAS GONE**—D-114m.—(TS; TC)—Susan Hayward, Bette Davis, Michael Connors, Joey Heatherton—5222 (10-21-64)—Adult drama with particular appeal for women has big boxoffice potential
R6413 **WORLD OF SUZIE WONG, THE**—D-129m.—(TC)—William Holden, Nancy Kwan—5262 (3-17-65) High rating, colorful screen version of hit book and play—Reissue
6411 **YOUNG FURY**—W-80m.—(TS; TC)—Rory Calhoun, Virginia Mayo, John Agar—5249 (2-3-65)—Okay western for program
R6403 **YOU'RE NEVER TOO YOUNG**—C-102m.—(TC)—Dean Martin, Jerry Lewis—5222 (10-21-64)—Reissue is better Martin and Lewis comedy—Reissue

COMING

ALFIE—(TS; TC)—Michael Caine, Shelly Winters—English-made
APACHE UPRISING—(TS; TC)—Rory Calhoun, Corinne Calvert, Lon Chaney
BOEING—BOEING—(TC)—Jerry Lewis, Tony Curtis
HAWAIIAN PARADISE—(TC)—Elvis Presley
IS PARIS BURNING?—(PV)—Gert Frobe, Kevin McCarthy
JUDITH—(PV; TC)—Sophia Loren, Peter Finch, Jack Hawkins
KID RODELO—Don Murray, Janet Leigh, Broderick Crawford
NEVADA SMITH—(PV; EC)—Steve McQueen, Karl Malden
PROMISE HER ANYTHING—(TC)—Warren Beatty, Leslie Caron—English-made
OH DAD, POOR DAD, MAMA'S HUNG YOU IN THE CLOSET AND I'M FEELING SO SAD—(TC)—Rosalind Russell, Robert Robert Morse, Jonathan Winters.
NAKED PREY, THE—(PV; TC)—Cornel Wilde
OSCAR, THE—(WS; EC)—Stephen Boyd, Elke Sommer, Milton Berle
RED LINE 7000—(TC)—Gail Hire, James 'Skip' Ward, Laura Devon
REVENGE OF THE GLADIATORS, THE—(TS; TC)—Roger Browne
SANDS OF THE KALAHARI—(PV; EC)—Stuart Whitman, Stanley Baker, Susannah York
SECONDS—Rock Hudson, Salome Jens
SEVEN SLAVES AGAINST THE WORLD—(TS; TC)—Roger Browne
SITUATION HOPELESS BUT NOT SERIOUS—Alec Guinness, Michael Connors
SKULL, THE—(TS; TC)—Peter Cushing, Christopher Lee
SLENDER THREAD, THE—Sidney Poitier, Anne Bancroft
SPY WHO CAME IN FROM THE COLD, THE—Richard Burton, Claire Bloom

20TH CENTURY-FOX DISTRIBUTED DURING THE PAST 12 MONTHS

425 **APACHE RIFLES**—MD—92m.—(DC)—Audie Murphy, Linda Lawson—5230 (11-18-64)—Okay program entry
430 **BACK DOOR TO HELL**—MD-68m.—Jimmie Rodgers, Jack Nicholson—5234 (12-3-64)—Okay programmer
444 **CLEOPATRA**—D-192m.—(Todd-AO; DC)—Elizabeth Taylor, Richard Burton, Rex Harrison—5062 (6-26-63)—Superior entertainment
503 **DEAR BRIGITTE**—C-100m.—(CS; DC)—James Stewart, Billy Mumy, Brigitte Bardot—5250 (2-3-65)—Amusing comedy
424 **EARTH DIES SCREAMING, THE**—MD-62m.—Willard Parker, Virginia Field—5226 (11-4-64)—Okay science fiction meller for duallers—English-made
423 **FATE IS THE HUNTER**—D-106m.—(CS)—Glenn Ford, Suzanne Pleshette, Rod Taylor—5214 (9-23-64)—Interesting drama about planes and people
516 **FORT COURAGEOUS**—W—72M—Fred Bier, Donald Barry, Hanna Lanoy—5278 (4-28-65)—Okay Programmer
428 **GOODBYE CHARLIE**—C-117m.—(CS; DC)—Tony Curtis, Debbie Reynolds, Pat Boone—5226 (11-4-64)—Cute comedy with potent cast
417 **GUNS AT BATASI**—D-103m.—CS—Richard Attenborough, Jack Hawkins, Flora Robson—5210 (9-2-64)—Good adventure drama
513 **HIGH WIND IN JAMAICA, A**—D-104m.—(CS;DC)—Anthony Quinn, Lila Kedrova, James Coburn—5286 (5-26-65)—Off-beat drama can go art or regular
422 **HORROR OF IT ALL, THE**—CMD-76m.—Pat Boone, Erica Rogers—5222 (10-21-64)—Good comedy thriller for duallers—English-made
504 **HUSH, HUSH, SWEET CHARLOTTE**—D-133m.—Bette Davis, Olivia de Havilland, Joseph Cotten, Agnes Moorehead—5247 (1-20-65)—Highly effective horror entry
507 **JOHN GOLDFARB, PLEASE COME HOME**—C-96m.—(CS; DC)—Shirley MacLaine, Peter Ustinov, Richard Crenna—5230 (11-18-64)—Wacky comedy should prove effective crowd pleaser
414 **LONGEST DAY, THE**—D-180m.—(CS)—All-star cast—4986 (10-10-62)—High rating war entry—Filmed abroad
431 **MORO WITCH DOCTOR**—MD—61m.—Jock Mahoney, Margia Dean—5230 (11-18-64)—Fair programmer—Filmed in the Philippines
MORITURI—D-123m.—Marlon Brando, Yul Brynner, Janet Margolin—5302 (7-21-65)—Tense drama of adventure and intrigue on a doomed ship
420 **NIGHT TRAIN TO PARIS**—MD-65m.—Leslie Nielsen, Alizia Gur—5219 (10-7-64)—Good action entry for program—English-made
502 **PLEASURE SEEKERS, THE**—CD-107m.—(CS; DC)—Ann-Margret, Tony Francisca, Carol Lynley—5242 (12-30-64)—Entertaining entry
427 **RAIDERS FROM BENEATH THE SEA**—MD-73m.—Ken Scott, Merry Anders—5247 (1-20-65)—Fair programmer
426 **RIO CONCHOS**—W-107m.—(CS; DC)—Richard Boone, Stuart Whitman, Wende Wagner—5219 (10-7-64)—Big scale western has fine cast, fast action
555 **SOUND OF MUSIC, THE**—MU-174m.—(Todd-AO; DC)—Julie Andrews, Christopher Plummer, Eleanor Parker—5258 (3-3-65)—Highly entertaining and charming film version of stage musical—Filmed abroad
560 **THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES**—C-133m.—(Todd-AO-DC)—Stuart Whitman, Sarah Miles, Robert Morley—5289 (6-9-65)—Funny, colorful spectacle looks like solid popular entertainment.
514 **UP FROM THE BEACH**—D-99m.—(CS)—Cliff Robertson, Irina Demick, Marius Goring, Red Buttons—5289 (6-9-65)—Fairly interesting tale of people in war
416 **VISIT, THE**—D-100m.—(CS)—Ingrid Bergman, Anthony Quinn—5214 (9-23-64)—Absorbing drama of human greed and vengeance—Filmed in Italy
515 **VON RYAN'S EXPRESS**—MD-117m.—(DC)—Frank SinatraTrevor Howard—5286 (5-26-65)—Good action and suspense entry
508 **WAR PARTY**—W-72m.—Michael T. Mikler, Davey Davison, Donald Barry—5262 (3-17-65)—Okay Programmer
421 **WITCHCRAFT**—MD-79m.—Lon Chaney, Diana Clare, David Weston—5222 (10-21-64)—Good horror meller dualler—English made
ZORBA, THE GREEK—D-142m.—Anthony Quinn, Alan Bates, Irene Papas—5238 (12-16-64)—Fine drama—Filmed in Greece—International Classics

COMING

AGONY AND THE ECSTASY, THE—(TODD-AO; DC)—Charlton Heston, Rex Harrison

CURSE OF THE FLY, THE—(CS)—Brian Donlevy—English-made
CONVICT STAGE—Harry Lautor, Donald Barry
DEVILS OF DARKNESS—William Sylvester, Carole Gray
DO NOT DISTURB—(CS; DC)—Doris Day, Rod Taylor
EL GRECO—Mel Ferrer, Rosanna Schiaffino
FANTASTIC VOYAGE—(CS; DC)—Stephen Boyd, Edmond O'Brien
FLIGHT OF THE PHOENIX, THE—James Stewart, Peter Finch, Ernest Borgnine
MODESTY BLAISE—Dirk Bogarde, Terence Stamp
NANNY, THE—Bette Davis, Wendy Craig—English-made
OUR MAN FLINT—(CS; DC)—James Coburn, Gila Gulan, Lee J. Cobb
OUTLAWS OF RED RIVER, THE—George Montgomery
REWARD, THE—(CS; DC)—Max Von Sydow, Efrem Zimbalist, Jr., Yvette Mimieux
SPACE FLIGHT IC-1—Bill Williams—English-made
STAGECOACH—(CS; DC)—Ann-Margret, Michael Connors, Red Buttons
WEEKEND AT DUNKIRK—(DC)—Jean-Paul Belmondo, Catherine Spaak
WILD ON THE BEACH—Frankie Randall, The Astronauts

UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

6502 **FERRY CROSS THE MERSEY**—MU-86m.—Gerry and The Pacemakers—5250 (2-3-65)—Rock 'n' roll for teen-agers—English-made—(Brian Epstein)
6422 **FOUR DAYS IN NOVEMBER**—DOC-120m.—Narrated by Richard Basehart—5223 (10-21-64)—Well-made, thrilling documentary on President Kennedy assassination—Wolper
6511 **GLORY GUYS, THE**—CD-112m.—(PV; DC)—Tom Tryon, Harve Presnell, Senta Berger—5302 (7-21-65)—Lively outdoor yarn about Indian fighters—Levy-Gardner-Laven
6420 **GOLDFINGER**—MD—108m.—(TC)—Sean Connery, Gert Frobe, Honor Blackman—5231 (11-18-64)—Another boxoffice bonanza with Agent 007—English-made; Saltzman-Broccoli
6501 **GREATEST STORY EVER TOLD, THE**—D-194m.—(CN; TC)—Max Von Sydow, Dorothy McGuire, Charlton Heston—5254 (2-17-65)—A production of note—Stevens
6512 **HALLELUJAH TRAIL, THE**—C-167m.—(Cinerama; TC—Burt Lancaster, Lee Remick—5294 (6-23-65)—The west at its wildest makes for an unusual comic entry—Mirisch
HELP!—CMU—90m.—(EC)—The Beatles—5310 (8-18-65)—Beatlemania strikes again—Shenson—Filmed abroad
6503 **HOW TO MURDER YOUR WIFE**—C-118m.—(TC)—Jack Lemmon, Vira Lisi, Terry-Thomas—5247 (1-20-65)—Fun entry is good for many laughs but could use trimming—Axelrod
6509 **I'LL TAKE SWEDEN**—C-96m.—(TC)—Bob Hope, Tuesday Weld, Frankie Avalon—5290—(6-9-65)—Hope, bikinis, and rock 'n' roll provide summer-weight fun—Small
6418 **INVITATION TO A GUNFIGHTER**—D-92m.—(DC)—Yul Brynner, Brad Dexter, Janice Rule—5223 (10-21-64)—Top performances assist moody western—Kramer
790 **KNACK, THE—AND HOW TO GET IT**—C-84m.—Rita Tushingham, Ray Brooks, Michael Crawford—5299 (7-7-65)—Wacky Comedy seems good bet for art and specialty spots—English-made—Lopert
6508 **MASQUERADE**—CAD-101m.—(EC)—Cliff Robertson, Jack Hawkins—5278 (4-28-65—Entertaining comedy adventure—Filmed abroad—Novus
6506 **MR. MOSES**—CD-113m.—(PV; TC)—Robert Mitchum, Carroll Baker—5275 (4-14-65)—Off-beat African adventure comedy is thoroughly entertaining—Ross-Talbot
6505 **SATAN BUG, THE**—MD-114m.—(PV; DC)—George Maharis, Richard Basehart, Anne Francis—5262 (3-17-65)—Suspenseful yarn loaded with action and thrills—Mirisch-Kappa
6417 **SECRET INVASION, THE**—MD-95m.—(PV; DC)—Stewart Granger, Raf Vallone, Mickey Rooney—5215 (9-23-64)—Action packed war meller—Made in Yugoslavia—Corman
6419 **TOPKAPI**—CD-120m.—(C)—Melina Mercouri, Maximilian Schell, Peter Ustinow—5215 (9-23-64)—Fine fun film should zoom—Filmed abroad—Filmways
6507 **TRAIN, THE**—D-133m.—Burt Lancaster, Paul Scofield, Jeanne Moreau—5259 (3-3-65)—High rating war-time adventure entry—Filmed in France
6510 **WHAT'S NEW PUSSYCAT?**—C-108m.—(DC)—Peter Sellers, Peter O'Toole, Romy Schneider—5294 (6-23-65)—Wacky comedy has angles to sell—Filmed abroad—Feldman
6416 **WOMAN OF STRAW**—D-117m.—(EC)—Gina Lollobrigida, Sean Connery, Ralph Richardson—5215 (9-23-64) First rate mystery—English-made

COMING

AFTER THE FOX—(C)—Peter Sellers, Victor Mature—Montoro
BILLIE—(C)—Patty Duke, Warren Berlinger, Jim Backus—Chrislaw
CAST A GIANT SHADOW—(PV; C)—Kirk Douglas, Santa Berger, Frank Sinatra—Mirisch
DON'T WORRY, WE'LL THINK OF A TITLE—Morey Amsterdam, Rose Marie—Schenck
FRANKIE AND JOHNNY—(TC)—Elvis Presley—Admiral
CHINESE ADVENTURES IN CHINA—(C)—Jean Paul Belmondo-Ursula Andress
GROUP, THE—(WS; C)—Candice Bergen, James Broderick—Feldman
HAWAII—(PV; C)—Julie Andrews, Max Von Sydon—Mirisch
NEW WORLD, A—Nino Casteinova, Christine De La Roche-Saltzman
RAGE TO LIVE, A—Suzanne Pleshette, Ben Gazzara, Bradtord Dillman—Mirisch
RETURN FROM THE ASHES—Maximilian Schell, Samantha Eggar—Mirisch
SUMMER FIRES—Jeanne Moreau, Ettore Manni—Woodfall
THUNDERBALL—(PV, TC)—Sean Connery—Bernard Lee, Lois Maxwell
THOUSAND CLOWNS, A—Jason Robards, Jr., Barbara Harris
VIVA MARIA—(C)—Brigette Bardot, George Hamilton—Dancigers-Malle

UNIVERSAL

DISTRIBUTED DURING THE PAST 12 MONTHS

ANDY—D-86m.—Norman Alden—5250 (2-3-65)—Off-beat character study for art and specialty houses
6517 **ART OF LOVE, THE**—C-99m.—(TC)—James Garner, Elke Sommer, Dick Van Dyke—5283 (5-12-65)—Amusing comedy has names to help
6507 **BUS RILEY'S BACK IN TOWN**—D—93m.—(EC)—Ann-Margaret, Michael Parks—5263 (3-17-65)—Portrayal of boy maturing in fast company has James Dean touch
6525 **DARK INTRUDER**—MD-59m.—Leslie Nielsen, Gilbert Green, Judi Meredith—5306 (8-4-65)—Okay program filler
6501 **FATHER GOOSE**—C-117m.—(TC)—Cary Grant, Leslie Caron, Trevor Howard—5231 (11-18-64)—Top names bolster mild comedy
6512 **FLOWER DRUM SONG**—MU-131m.—(C; PV)—Nancy Kwan, James Shigeta—5287 (5-26-65)—Reissue, is highly entertaining, pleasure-packed musical—Reissue
6513 **FLUFFY**—C-92m.—(C)—Tony Randall, Shirley Jones—5275 (4-14-65)—Cute comedy for youngsters and family audiences
6502 **GUNS OF AUGUST, THE**—DOC-99m.—Created and produced by Nathan Kroll—5239 (12-16-64)—Interesting documentary on World War I
6524 **IPCRESS FILE, THE**—MD-108m.—(TS; TC)—Michael Caine, Nigel Green—5298 (7-7-65)—Good espionage entry—English-made
6511 **IMITATION OF LIFE**—D—124m.—(EC)—Lana Turner, John Gavin, Sandra Dee— 5287 (5-26-65)—Reissue is high rating drama—Reissue
6522 **I SAW WHAT YOU DID**—MD-82m.—Joan Crawford, John Ireland, Andi Garrett, Sharyl Locke—5283 (5-12-65)—Good suspense programmer
6427 **KITTEN WITH A WHIP**—MD-83m.—Ann-Margret, John Forsythe—5226 (11-4-64)—Unpleasant entry for the program
6425 **LIVELY SET, THE**—D-95m.—(C)—James Darren, Pamela Tiffin—5198 (8-19-64)—Okay entry for teens and their elders
LOVE AND KISSES—CMU—87m.—Rick Nelson, Kristin Nelson, Jack Kelly—5310 (8-18-65)—Amusing entry with angles for teens
6506 **MAN IN THE DARK**—D-80m.—William Sylvester, Barbara Sheiley—5250 (2-3-65)—Okay programmer—English-made
6518 **MC HALE'S NAVY JOINS THE AIR FORCE**—C-90m.—(TC)—Joe Flynn, Tim Conway—5290 (6-9-65)—Cute sequel to initial release and regular tv show
6514 **MIRAGE**—D-109m.—Gregory Peck, Diane Baker—5287 (5-26 65)—Very good suspense thriller
6516 **NAKED BRIGADE, THE**—MD-99m.—Shirley Eaton, Ken Scott—5278 (4-28-65)—Ftir programmer—Filmed in Greece; partially titled
6503 **NIGHT WALKER, THE**—D-86m.—Barbara Stanwyck, Robert Taylor, Hayden Rorke—5242 (12-30-64)—Horror entry has angles
6515 **SECRET OF BLOOD ISLAND, THE**—MD-84m.—Barbara Shelley, Jack Hadley—5279 (4-28-65)—Unpleasant programmer—English-made
6426 **SEND ME NO FLOWERS**—C-100m.—(TC)—Rock Hudson, Doris Day—5211 (9-2-64)—Very good comedy
6521 **SHENANDOAH**—D-105m.—(TC)—James Stewart, Doug McClure, Rosemary Forsyth—5279 (4-28-65)—Fine drama heightened by impressive Stewart performance
6428 **SING AND SWING**—CMU-75m.—David Hemmings, Jennifer Moss—5211 (9-2-64)—Fair import for program with angles for younger set—English-made
6505 **STRANGE BEDFELLOWS**—98m.—(TC)—Rock Hudson, Gina Lollobrigida—5239 (12-16-64)—Cute comedy with potent cast
6509 **SWORD OF ALI BABA**—MD-81m.—(C)—Peter Mann, Jocelyn Lane—5270 (3-31-65)—Okay programmer
6504 **TAGGART**—W-85m.—(C)—Tony Young, Dan Duryea, Elsa Cardenas—5239 (12-16-64)—Okay western
6523 **THAT FUNNY FEELING**—C-93m.—(C)—Sandra Dee, Bobby Darin, Donald O'Connor—5306 (8-4-65)—Amusing entry
6508 **TRUTH ABOUT SPRING, THE**—CD-102m.—(TC)—Hayley Mills, John Mills, James MacArthur—5270 (3-31-65)—Fairly entertaining entry—Filmed abroad
6520 **VERY SPECIAL FAVOR, A**—C-104m.—(TC)—Rock Hudson, Leslie Caron, Charles Boyer—5298 (7-7-65)—A very funny comedy
6519 **WILD SEED**—D-99m.—Michael Parks, Celia Kaye, Eve Novak—5263 (3-17-65)—Effective program entry
6510 **WORLD OF ABBOTT AND COSTELLO, THE**—COMP.-75m.—Bud Abbott, Lou Costello—5275 (4-14-65)—Compilation offers the best of the taem's films.

Operation Crossbow	A1	MGM
• Oscar, The		Par.
• O.S.S. 117		AA
• Our Man Flint		Fox
Outlaws Is Coming, The	A1	Col.
• Outlaws Of Red River, The		Fox
Outrage, The	A3	MGM
Over There—1914-1918		For.

P

Pajama Party	B	A-I
• Paranioa		Emb.
Passionate Thief, The	A3	Emb.
• Passport To Oblivion		MGM
• Patch of Blue, A		MGM.
Pawnbroker, The	C	AA-Landau
• Pie In The Sky	A3	AA
• Planet of Blood, The		AI
• Playboy		Col.
• Play It Cooler		Col.
Pleasure Seekers, The	B	Fox
• Promise Her Anything		Par.
Psycho—Re.	B	Par.
Psychomania		Misc.

Q

Quick, Before It Melts	B	MGM
Quo Vadis—Re.	A1	MGM

R

• Racing Fever	B	AA
• Rage To Live, A	A3	UA
Raiders From Beneath The Sea	B	Fox
Rapture		For.
• Rare Breed, The		U
Rattle Of A Simple Man		Cont.
Ready For The People		WB
Red Desert	A4	Foir.
Red Lanterns		For.
• Red Line 7000		Par.
Requiem For A Gun Fighter		EMB
• Return From The Ashes		UA
• Revenge Of The Gladiators, The		Par.
• Reward, The	A2	Fox
Rio Conchos	A3	Fox
Rotten to the Core		For.
Rounders, The	A3	MGM
Roustabout	A2	Par.

S

Sampson vs The Giant King		For.
Sandokan, The Great	A1	MGM
Sandpiper, The	B	MGM
• Sands of The Kalahari		Par.
Santa Claus Conquers The Martians	A1	Emb.
Satan Bug, The	A2	UA
Scarlet Letter, The		Misc.
Seaside Swingers	A1	Emb.
• Seconds		Par.
Secret Door, The	A2	AA
Secret Invasion, The	A2	UA
Secret Of Blood Island	A2	U
Secret Of Magic Island	A1	Emb.
• Secret of My Success, The	A2	MGM
Send Me No Flowers	A2	U
• Senilita		Col.
Sergeant Deadhead		AI
7 Dwarfs To The Rescue, The		For.
• Seven Slaves Against The World	A2	Par.
• Seven Women		MGM
Sex And The Single Girl	B	WB
She	A2	MGM
Shenandoah	A1	U
Ship Of Fools	A3	Col.
Signpost To Murder	A3	MGM
• Silencers, The		Col.
Sing And Swing	A2	U
• Situation Hopeless But Not Serious		Par.
Ski Party	A2	AI
• Skull, The	A2	Par.
Slave Trade In The World Today	A3	Cont.
• Slender Thread, The		Par.
So Dear To My Heart—Re	A1	BV
• Son Of A Gunfighter		MGM
Sons Of Katie Elder, The	A1	Par.
Sound Of Music, The	A1	Fox
• Space Flight IC-1		Fox
• Spy Who Came In From The Cold, The		Par.
• Stagecoach		Fox
Station Six Sahara	B	AA
Strange Bedfellows	A3	U
• Summer Fires		UA
Sweet And Sour	C	For.
Swinger's Paradise	A1	AI
Swingin' Summer, A		Misc.
Sword of Ali Baba, The	A1	U
Sylvia	B	Par.
Symphony For A Massacre	A3	For.
Synanon	A3	Col.

T

Taboos of the World	A4	AI
● Tatty And The Jungle Hunter	AI	AA
Taggert	A2	U
T-A-M-I Show, The		Misc.
Tattooed Police Horse, The	AI	BV
Taxi for Torbuk	A2	For.
● Tennessee Jamboree		AA
● Tenth Victim, The		EMB.
Thank Heaven For Small Favors		For.
● That Darn Cat		BV
That Funny Feeling	A2	U
These Are The Damned	A3	Col.
● Thing at the Door, The		WB
Three Penny Opera	A3	Emb.
Third Day, The	A3	WB
36 Hours	A2	MGM
Those Calloways	AI	BV
Those Magnificent Men In Their Flying Machines	AI	Fox
● Thousand Clowns, A		UA
● Thunderball		UA
Tickle Me	A2	AA
● Tiko And The Shark		MGM
● Time Of Indifferance		Cont.
Time Travelers, The	B	A-I
Tomb Of Ligeia	A2	A-I
Topkapi	A3	UA
Town Tamer	A2	Par.
Train, The	AI	UA
● Treasure Of Silver Lake		Col.
Truth About Spring, The	AI	U
Two On a Guillotine	A3	WB

U

● Ugly Dachshund, The		BV
Umbrellas Of Cherbourg, The	A3	AA-Landau
● Under Age	B	AI
Unearthly Stranger	AI	A-I
Up From The Beach	AI	Fox

V

Very Special Favor, A	A3	U
Vice And Virtue	B	MGM
● Village Of The Giants		Emb.
Visit, The	A4	Fox
● Viva Maria		UA
Von Ryan's Express	AI	Fox
Voyage To The End Of The Universe	AI	A-I

W

● War Lord, The		U
War Gods Of The Deep		A-I
War of the Zombies		AI
Wer Party	AI	Fox
● Watch It, Sailor		Col
● Weekend At Dunkirk		Fox
What's New, Pussycat	B	UA
Where Love Has Gone	A3	Par.
● When The Boys Meet The Girls		MGM
White Voices	C	For.
● Who's Afraid Of Virginia Woolf?		WB
Why Bother To Knock?	B	For.
● Wild On The Beach		Fox
Wild Seed	A3	U
● Winter A-Go-Go		Col
Witchcraft	A2	Fox
Woman Is A Woman, A		For.
Women Of Straw	A3	UA
Woman Who Wouldn't Die, The	A3	WB
● Wonderful Life		A-I
World of Abbott & Costello, The	AI	U
World of Suzie Wong, The—RE.	B	Par.
World Without Sun	AI	Col.
● World's Greatest Swindles		Cont.

Y

Yellow Rolls, Royce, The	A4	MGM
Yolanta		For
● You Must Be Joking		Col.
Youngblood Hawke	A3	WB
Young Cassidy	A3	MGM
Young Dillinger	B	AA
Young Fury	A2	Par.
Young Lovers, The	A3	MGM
Your Cheatin' Heart	A2	MGM
Your'e Never Too Young—Re.	A2	Par.

Z

Zebra In The Kitchen	AI	MGM
Zorbe, The Greek	A4	Fox

COMING

AND NOW MIGUEL—(TC)—Pat Cardi, Michael Ansara
ARABESQUE—(TC)—Gregory Peck, Sophia Loren
BLINDFOLD—(TC)—Rock Hudson, Claudia Cardinale
GHOST AND MR. CHICKEN, THE—(TC)—Don Knotts, Joan Staley, Dick Sargent
GUNPOINT—(TC)—Audie Murphy, Joan Staley
INCIDENT AT PHANTOM HILL, THE—(TC)—Robert Fuller, Jocelyn Lane
MADAME X—(TC)—Lana Turner, John Forsythe, Ricardo Montalban
MAN COULD GET KILLED, A—(TC)—James Garner, Melina Mercouri, Sandra Dee
MOMENT TO MOMENT—(TC)—Jean Seberg, Honor Blackman
RARE BREED, THE—(PV; TC)—James Stewart, Maureen O'Hara
WAR LORD, THE—(PV; TC)—Charlton Heston, Rosemary Forsyth, Richard Boone

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

458 **BATTLE OF THE VILLA FIORITA, THE**—D—111m.—(PV;TC)—Maureen O'Hara, Rossano Brazzi, Richard Todd—5287 (5-26-65)—Uneven romantic tale aimed at gals

460 **BRAINSTORM**—D-114m.—(PV)—Jeff Hunter, Anne Francis, Dana Andrews—5283 (5-12-65)—Psychological drama holds interest

480 **CHEYENNE AUTUMN**—AD-145m.—(PV 70; TC)—James ewert, Edward G. Robinson, Richard Widmark, Cerroll Beker—5223 (10-21-64)—Highly interesting outdoor adventure entry

455 **DEAR HEART**—D-114m.—Glenn Ford, Geraldine Page—5239 (12-16-64)—Mildly entertaining

GREAT RACE, THE—C-150m.—(PV; TC)—Jack Lemmon, Tony Curtis, Natalie Wood—5298 (7-7-65)—Comedy blockbuster is headed for the top

478 **HAMLET**—D-187m.—(Electronovision)—Richard Burton—5220 (10-7-64)—Of value as a record of a novel version of the Shakespeare classic

HAVING A WILD WEEKEND—C-91m.—Dave Clark Five—5302 (7-21-65)—Sell the Dave Clark Five—English-made

451 **KISSES FOR MY PRESIDENT**—C-113m.—Fred MacMurray, Polly Bergen—5211 (9-2-64)—Topical farce benefits from good cast

479 **MY FAIR LADY**—MU-170m.—(PV70, TC)—Audrey Hepburn, Rex Herrison—5227 (11-4-64)—Highly impressive entertainment headed right for the top

457 **NONE BUT THE BRAVE**—D-108m.—(PV; TC)—Frenk Sinatre, Clint Walker, Tommy Sands—5255 (2-17-65)—Gory effort gives two-sided view of war on small scale

459 **MY BLOOD RUNS COLD**—MD-104m.—(PV)—Troy Donahu Joey Heatherton—5270 (3-31-65)—Mild horror meller with names to lure youngsters

452 **READY FOR THE PEOPLE**—MD-54m.—Simon Oakland, Anne Helm—5227 (11-4-64)—Okay for program filler

454 **SEX AND THE SINGLE GIRL**—C-114m.—(TC)—Tony Curtis, Natalie Wood, Henry Fonda—5242 (12-30-64)—Frenzied farce with leers and laughs

THIRD DAY, THE—D-119m.—(PV; TC)—George Peppard, Elizabeth Ashley—5299 (7-7-65)—Interesting drama

456 **TWO ON A GUILLOTINE**—MD-107m.—(PV)—Connie Stevens, Dean Jones, Cesar Romero—5247 (1-20-65)—Fast moving chiller

461 **WOMAN WHO WOULDN'T DIE, THE**—MD-84m.—Garry Merrill, Jane Merrow, Georgiana Cookson—5283 (5-12-65)—Okay murder meller for the programs—English-made

453 **YOUNGBLOOD HAWKE**—D-137m.—James Franciscus, Suzanne Pleshette, Genevieve Pege—5227 (11-4-64)—Classy effort misses dramatic mark

COMING

BATTLE OF THE BULGE—(CN; TC)—Henry Fonda, Robert Shaw
BIG HAND FOR THE LITTLE LADY, A—(TC)—Henry Fonda, Joanne Woodward, Paul Ford
CRACK OF THE WHIP—(C)—Clint Walker
FINE MADNESS, A—Sean Connery, Joanne Woodward
INSIDE DAISY CLOVER—(PV, TC)—Natalie Wood, Christopher Plummer
MARRIAGE ON THE ROCKS—(TC; PV)—Frank Sinatra, Deborah Kerr, Dean Martin
MOVING TARGET, THE—(PV; TC)—Paul Newman, Lauren Bacall, Shelley Winters
MURIETA—(C)—Jeff Hunter, Arthur Kennedy
NEVER TOO LATE—(TC)—Paul Ford, Maureen O'Sullivan, Connie Stevens
THING AT THE DOOR, THE—Troy Donohue
WHO'S AFRAID OF VIRGINIA WOOLF?—Elizabeth Taylor, Richard Burton

MISCELLANEOUS

ACROSS THE RIVER—D—85m.—Lou Gilbert, Kay Doubleday—5266 (3-17-65)—Off-beat drama for art spots—R. M. Franchi

BUS, THE—DOC—62m.—Produced and photographed by Haskell Wexler—5290 (6-9-65)—Tale of a group with a cause for selective audiences—Edward Harrison

CASTLE OF BLOOD—MD-85m.—Barbara Steele, George Riviere—5211 (9-2-64)—Horror meller provides its share of chills—Woolmer Bros.

COOL WORLD, THE—DOC-105m.—Hampton Clenton, Yolanda Rodriguez—5224 (10-21-64)—Authentic reenacted documentary on Harlem can be sold—Cinema V

CURSE OF THE STONE HAND—MD—72m.—Ernest Walch, John Carradine, Sheila Bon—5266 (3-17-65)—Confused lower half horror entry—Associated Distributors Pictures

ELEANOR ROOSEVELT STORY, THE—DOC.—90m.—Produced by Sidney Glazier—5290 (6-9-65)—Fine documentary—Sidney Glazier Prod.

FACE OF THE SCREAMING WEREWOLF—MD—60m.—Lon Chaney, Landa Varle—5266 (3-17-65)—Horror entry for the lower half—Associated Distributors Pictures

FLESH EATERS, THE—MD-90m.—Rita Morley, Byron Sanders, Martin Losleck—5224 (10-21-64)—Program horror meller—C.D.A.

HARLOW—D-109m.—(Electronovision)—Carol Lynley, Efrem Zimbalist, Jr.—5287 (5-26-65)—Reputed biography of former film star is mildly entertaining—Magna

IMAGE OF LOVE—DOC-90m. (EC)—Written, directed and produced by Lou Stoumen—5299 (7-7-65)—Fairly interesting documentary on love through the ages—Green Releasing Org.

INHERITANCE, THE—DOC-60-m.—Narrated by Robert Ryan—5234 (12-3-64)—Documentary on rise of the unions needs special treatment—Harold Mayer

KISS ME, STUPID—C-126m.—(PV)—Dean Martin, Kim Novak, Ray Walsten—5242 (12-30-64)—Sex laden fest may raise a few brows—Lopert

LIVING BETWEEN TWO WORLDS—D-78m.—Horace Jackson, Maye Henderson, Mimi Dillard—5220 (10-7-64)—All Negro film is okay dueller for specialized houses—Empire

MAN FROM BUTTON WILLOW, THE—CAR-84m.—(C)—Presented by Dale Robertson—5251 (2-3-65)—Enjoyable western cartoon for family and youngsters—United Screen Arts

MME. OLGA'S MASSAGE PARLOR—MD—70m.—Alice Baez, T. Wood Parker—5266 (3-17-65)—Fast buck and mediocre exploitation film—American Film Dist.

NASTY RABBIT, THE—C-85m.—(TS; TC)—Mischa Terr, Arch Hall, Jr.,—5243 (12-30-64)—Childish entertainment—Fairwey International

NIGHTMARE IN THE SUN—MD—81m.—(DC)—Ursula Andress, John Derek, Aldo Ray—5231 (11-18-64)—Suspenseful story of a manhunt for the program—Zodiac

NOTHING BUT A MAN—D-90m.—Ivan Dixon, Abbey Lincoln—5259 (3-3-65)—Poignant, sensitive portrait of a southern Negro's marriage—Cinema V

T-A-M-I SHOW, THE—MUNOV—113½m.—Beach Boys, Barbarians, Chuck Barry—5231 (11-18-64)—Good musical novelty for teens—Electronovision—American Int.

SCARLET LETTER, THE—D-72m.—Colleen Moore, Hardie Albright—5290 (6-9-65)—Reissue of Hawthorne classic has novel curio value—Signature Films

SWINGIN' SUMMER, A—MU—80m.—(TC)—James Stacy, William Wellman, Jr., Quinn O'Hare—5266 (3-17-65)—Cute entry with special appeal for teens—United Screen Arts

FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

AND SO TO BED—D-112m.—Hildegard Knaf, Thomas Fritsch—5306 (8-4-65)—Cute import on long side for adults only—German-made; English dialogue-Medallion

AWFUL DR. ORLOF, THE—MD-90m.—Howard Vernon, Diano Larys—5291 (6-9-65)—Program horror meller—Foreign-made; dubbed in English—Sigma III

BAY OF ANGELS—D-85m.—Jeanne Moreau, Claude Mann—5251 (2-3-65)—Intriguing import for art spots—French-made; English titles—Pathe Contemporary

BAMBOLE—C-111m.—Virna Lisi, Monica Vitti, Gina Lollobrigida—5303 (7-21-65)—Fairly amusing import—Italian-made; English titles; Royal Films Int.

BANANA PEEL—C-97m.—Jeanne Moreau, Jean-Paul Belmondo—5255 (2-17-65)—Entertaining import—French-made; English titles —Pathe Contemporary

BEFORE THE REVOLUTION—D-112m.—Adriana Asti, Francesco Barilli—5306 (8-4-65)—Interesting adult import—Italian-made; English titles—New Yorker Films

BLACK TORMENT, THE—MD—88m.—(C)—Heather Sears, John Turner—5263 (3-17-65)—Suspenseful horror meller—English-made —Governor

BRAIN, THE—MD—83m.—Anne Heywood, Peter Van Eyck—5263 (3-17-65)—Okay terror entry—English-made—Governor

CARRY ON SPYING—C-87m.—Kenneth Williams, Barbara Windsor—5251 (2-3-65)—Carry On slapsticking still good comedy—English-made—Governor

CASABLAN—D—63m.—Nikos Kourkoules—5263 (3-17-65)—Minor import—Filmed in Greece—Frisch-Natas Productions

DIARY OF A CHAMBERMAID, THE—D—97m.—Jeanne Moreau, Michel Piccoli—5264 (3-17-65)—Interesting import—French-made; English titles—Int. Classics

EVA—D-115m.—Jeanne Moreau, Stanley Baker, Vira Lisi—5295 (6-23-65)—Fairly interesting entry—Filmed abroad—Times

EYES OF THE NEEDLE, THE—CD-97m.—Vittorio Gassman, Annette Storyberg—5307 (8-4-65)—Sex farce may interest art house crowd—Italian-made; English titles—Eldorado

FANNY HILL—C-104m.—Miriam Hopkins, Letitia Roman—5279—(4-28-65)—Farcial treatment of innocence untouched by life in a brothel—German-made; dubbed in English—Famous Players

GIRL WITH GREEN EYES—D-91m.—Peter Finch, Rita Tushingham—5194 (8-5-64)—Romance of value to art and other spots—English-made (Filmed in Ireland)—Lopert

GO-GO BIG BEAT—MU-82m.—(EC)—Millie Small, The Animals, Lulu and The Luvvers—5295 (6-23-65)—Musical mish-mash for the teen set—English-made—Eldorado

GUIDE, THE—D-120m.—(PC)—Dev Anand, Kishore Sahu—5259 (3-3-65)—Fairly interesting import set in modern India—Filmed in India—Stratton Int.

HERCULES VIS THE GIANT WARRIORS—MD-94m.—(CS;EC)—Don Vadis—5291 (6-9-65)—Good action for undiscriminating adults and teens—Italian-made; dubbed in English—John Alexander

HIGH INFIDELITY—CD-130m.—Ugo Tognazzi, Fulvia Franco, Nino Manfredi—5303 (7-21-65)—Entertaining import flavored with sex—Foreign-made; English titles—Magna

HORRIBLE DR. HICHCOCK, THE—MD-76m.—(TC)—Barbara Steele, Robert Flemyng—5291 (6-9-65)—Program horror meller—English-made—Sigma III

LAST WOMAN OF SHANG, THE—MD—107m.—(C)—Lin Dei—5264 (3-17-65) Fair import—Chinese-made; English titles—Shaw Brothers

MAEDCHEN IN UNIFORM—D-91m.—Lilli Palmer, Romy Schneider—5303 (7-21-65)—A look at a German boarding school for girls holds interest—German-made; English titles—Seven Arts

MALE HUNT—C-92m.—Jean-Paul Belmondo, Catherine Deneuve—5291 (6-9-65)—Amusing import for art, specialty spots—French-made; English titles—Pathe Contemporary

MAN WHO COULDN'T WALK, THE—MD—63m.—Peter Reynolds, Eric Pohlmann, Pat Calvin—5264 (3-17-65)—Okay action entry for lower half—English-made; Taurus

MODEL MURDER CASE, THE—90m.—Ian Hendry, Ronald Fraser, Margaret Johnston—5264 (3-17-65)—Good mystery import—English-made—Cinema V

MOMENT OF TRUTH, THE—D—110m.—(TS; TC)—Miguel Mateo Miguelin, Linda Christian—5310 (8-18-65)—Interesting tale of the making of a bull fighter—Filmed abroad; English titles—Rizzoli

MONDO PAZZO—DOC-94m.—(TC)—Directed by Jacopetti—and prosperi 5251 (2-3-65)—Repelling successor to "Mondo Cane" —Filmed in various parts of the world—English narration—Rizzoli Films

MY BABY IS BLACK—D-80m.—Gordon Heath, Francoise Giret—5279 (4-28-65)—Tender miscegination romance—French-made; dubbed in English—American Dist.

MY WIFE'S HUSBAND—C-85m.—Fernandel, Bourvil, Claire Maurier—5255 (2-17-65)—Amusing import—French-made; English titles—Lopert

NEW ANGELS, THE—DOC D-94m.—Youth of Italy—5295 (6-23-65)—Interesting entry for art spots—Italian-made; English titles —Promenade

NOT ON YOUR LIFE—C-90m.—Nino Alberti, Emma Penella—5270 (3-31-65)—Cute import—Foreign-made; English titles—Pathe Contemporary

ONE WAY PENDULUM—C-90m.—Eric Sykes, Julia Foster, George Cole—5255 (2-17-65)—Fair import on the wacky side—English-made—Lopert

ONIBABA—D—104m.—(CS)—Nobuko Otowa, Jitsuko Yoshimura—5264 (3-17-65)—Strong, interesting import for adult art audiences—Japanese-made; English titles—Toho

OVER THERE—1914-1918—DOC—90m.—Conceived and directed by Jean Aurel—5265 (3-17-65)—Interesting documentary on World War I—French-made—Pathe Contemporary

RAPTURE—D—104m.—(CS)—Melvyn Douglas, Dean Stockwell, Patricia Gozzi—5310 (8-18-65)—Off-beat drama should hold interest in art spots—Filmed abroad—International Classics

RED DESERT—D-116m.—(TC)—Monica Vitti, Richard Harris—5255 (2-17-65)—Arty import—Italian-made; English titles—Rizzoli

RED LANTERNS—D-85m.—Jenny Karezi, Georges Foondas—5271 (3-31-65)—Lusty, interesting import for art spots—Greek made; English titles—Times

ROTTEN TO THE CORE—C-90m.—Anton Rodgers, Charlotte Rampling—5303 (7-21-65)—Amusing import—Cinema V—English-made

SAMSON VS THE GIANT KING—MD-91m.—(CS; EC)—Kirk Morris—5291 (6-9-65)—More unintentional chuckles than thrills—Italian-made; dubbed in English—John Alexander

7 DWARFS TO THE RESCUE, THE—NOV—84m.—Rosanna Podesta, Robert Risso—5265 (3-17-65)—Mild entry for the younger set—Italian-made; dubbed in English—Childhood Productions

SWEET AND SOUR—C-98m.—Simone Signoret, Jean-Paul Belmondo—5260 (3-3-65)—Cute, wacky import—French-made; English titles—Pathe Contemporary

SYMPHONY FOR A MASSACRE—D-115m.—Michael Auclair, Claude Dauphin—5295 (6-23-65)—Good import for art spots—Foreign-made—English titles—Seven Arts

TAXI FOR TOBRUK—D—90m.—(Dyaliscope)—Lino Ventura, Hardy Kreuger, Charles Azaavour—5265 (3-17-65)—Okay programmer for art or regulation spots—Filmed abroad; dubbed in English—Seven Arts

THANK HEAVEN FOR SMALL FAVORS—C—84m.—Bourvil—5265 (3-17-65)—Moderately amusing import—French-made; English titles—Int. Classics

WHITE VOICES—C-93m.—(TC)—Paolo Ferrari—5295—(6-23-65)—Off-beat subject should prove effective in art spots—Italian-made; English titles—Rizzoli

WHY BOTHER TO KNOCK—C-88-m.—(C; CS)—Elke Sommer, Richard Todd—5244 (12-30-64)—Fairly amusing comedy—Filmed abroad; spoken in English—Seven Arts

WOMAN IS A WOMAN, A—CD-80m.—(C)—Jean-Paul Belmondo, Anna Karina—5248 (1-20-65)—Weird import for special spots—French-made; English titles—Pathe Contemporary

YOLANTA—MU—82m.—(Magicolor)—Natalya Rudnaya—5265 (3-17-65)—Good operatic rendition for art spots—Russian-made; English titles—Artkino

THESE THEATRE-TESTED FORMS AVAILABLE TO MOTION PICTURE EXHIBITOR SUBSCRIBERS!

DATE BOOK FORMS:	
. . . Pocket-Size-6 ring (3¾ x 6¾ in.) Dated full year supply	$1.00
. . . Large Size-3 ring (9 x 12 in.) Undated 52 pages	.50
SERVICE-KIT SYSTEM:	
. . . Large Size complete set of: Date Book forms, Availability and Playoff Worksheets, Performance Record and Cut-Off sheets, Booking Calendar, Other Dividers	1.30
. . . Availability and Playoff Worksheets (9 x 12 in.) 10 pages	.10
. . . Performance record and Cut-Off Sheets (9 x 12 in.) 20 pages	.25
BINDERS, Plain:	
. . . For Pocket-Size Date Book-6 ring. Soft leatherette.	1.30
. . . For Service-Kit System, Reviews, Service-Section. Stiff leatherette.	1.50
ZIPPER CASE BINDERS, Leather:	
. . . 3-Ring, genunine cowhide. Tax Incl.	6.00
BOXOFFICE STATEMENTS:	
. . . Regular theatre. Padded in 50's and punched (5½ x 9 in.). Per Pad	.30
. . . Drive-In theatre. Padded in 50's and punched (5½ x 9 in.). Per Pad	.30
PROGRAM AND RUNNING TIME SCHEDULES:	
. . . For regular and drive-in theatres. Padded in 50's. Per Pad	.30
BOOKKEEPING SYSTEM—Book:	
. . . At-A-Glance (copyright) for regular and drive-in theatres. Annual record (9 x 12 in.)	1.75
BUSINESS ANALYSIS SPREAD-SHEETS:	
. . . Drive-In theatres only. Large sheets (11 x 16 in.) Set of 13 sheets	.50
PAYROLL FORMS:	
. . . Weekly for regular and drive-in. Folding flap (8½ x 11 in.). Set of 52 sheets.....	1.30
EMPLOYEE EARNINGS RECORD CARDS:	
. . . Annual card for each employee (8½ x 11 in.). All deductions. Set of 12 cards	.40
PETTY CASH CONTROL SYSTEM:	
. . . Voucher pads, numbered consecutively. (3 x 5 in.) Per Pad	.30
. . . Weekly envelopes for filing full week's transactions. Set of 50	.65
SERVICE MANUALS FOR TRAINING:	
. . . Separate sections on regular and drive-in employees. Each	.10

EXHIBITOR BOOK SHOP

317 N. Broad St.

Philadelphia, Pa. 19107

FEATURE FILMS PRODUCTION NUMBERS and NATIONAL RELEASE DATES CURRENT and COMING

(This is a listing of all production numbers and release dates, as made available by the companies, accurate to time of publication. Additional information and other coming releases can be found in the body of the SERVISECTION.)

Allied Artists

S6535 The Human Duplicators .... March
(George Nader)
S6536 Mutiny In Outer Space .... March
(William Leslie)
6543 The Pawnbroker (Landau) .... March
(Rod Steiger)
6506 Young Dillinger .... March
(Nick Adams, Mary Ann Mobley)
6504 Taffy And The Jungle Hunter .... March
(Jacques Bergerac)
6505 Blood and Black Lace .... April
(Cameron Mitchell)
6511 Finger On The Triger .... May
(Rory Calhoun)
The Fool Killer (Landau) .... May
(Athony Perkins)
6509 Tickle Me .... June
(Elvis Presley)
Bikini Paradise .... June
(Janette Scott)
6510 Gunmen Of The Rio Grande .... June
(Guy Madison)
6512 Pie In The Sky .... July
(Lee Grant, Richard Bray)
6507 Operation C.I.A. .... Aug.
(Burt Reynolds)
6513 City Of Fear .... Sept.
(Terry Moore)
6515 The Magic Weaver .... Sept.
(Color Fairy Tale)

American-International

6502 The War Of The Zombies .... March
(John Barrymore, Jr.)
6505 Swingers Paradise .... May
(Cliff Richard)
6503 Beach Blanket Bingo .... April
(Frankie Avalon, Annette Funicello)
6416 Taboos Of The World .... April
(Narration by Vincent Price)
6506 Go Go Mania .... May
(The Beatles, The Animals)
6504 War Gods Of The Deep .... May
(Vincent Price, Tab Hunter)
6508 Ski Party .... June
(Frankie Avalon)
6509 How To Stuff A Wild Bikini .... July
(Tommy Kirk, Annette Funicello, Mickey Rooney)
6510 Sergeant Deadhead .... Aug.
(Frankie Avalon, Deborah Walley)
Die, Monster, Die .... Sept.
(Boris Karloff, Nick Adams)
Planet Of Blood .... Sept.
(Barry Sullivan)

Buena Vista

The Monkey's Uncle .... July
(Tommy Kirk, Annette)

Columbia

Lord Jim .... March
(Peter O'Toole, James Mason)
65018 Major Dundee .... April
(Charles Heston, Richard Harris)
65020 Die, Die, My Darling .... May
(Tallulah Bankhead)
6502. Synanon .... May
(Edmund O'Brien)
Apache Gold .... May
(Lex Barker)
66002 Ganghis Khan .... June
(Stephen Boyd)
The Collector .... June
(Terence Stamp, Samatha Eggar)
The Great Sioux Massacre .... June
(Joseph Cotten)
Cat Ballou .... July
(Jane Fonda, Lee Marvin)
Ship Of Fools .... Aug.
(Vivien Leigh, Jose Ferrer)

Continental (Walter Reade-Sterling, Inc.)

The Love Goddesses .... March
(Compilation with Jean Harlow, etc.)
Circle Of Love .... April
(Jane Fonda)
The Magnificent Cuckold .... May
(Claudia Cardinale, Ugo Tognazzi)
Agent 008-¾ .... June
(Dirk Bogarde, Sylva Koscina)
Time Of Indifference .... July
(Rod Steiger, Shelley Winters)

Embassy

Kimberley Jim .... March
(Jim Reeves)
Il Successo .... May
(Vittorio Gassman)
The Little Nuns .... May
(Catherine Spaak)
Seaside Swingers .... June
(John Leyton)
Requiem For A Gunfighter .... June
(Rod Cameron, Stephen McNally)
Italiano Brava Gente .... June
(Arthur Kennedy, Peter Falk)
Dingaka .... July
(Stanley Baker, Juliet Prouse)
The Bounty Killer .... July
(Dan Duryea, Rod Cameron)
The Fascist .... July
(Ugo Tognazzi, Georges Wilson)
Casanova '70 .... Aug.
(Marcello Mastroianni, Virna Lisi)
Darling .... Aug.
(Dirk Bogarde, Laurence Harvey)

MGM

6518 Girl Happy .... April
(Elvis Presley)
6519 Clarence, The Cross-eyed Lion .... April
(Marshall Thompson)
6523 Hysteria .... April
(Robert Webber, Leila Goldoni)
6521 Hercules, Samson and Ulysses .... May
(Kirk Morris, Richard Lloyd)
6520 Sandokan, The Great .... May
(Steve Reeves)
6522 Gunfighters Of Casa Grande .... May
(Alex Nicol)
6524 Joy In The Morning .... June
(Richard Chamerlain, Yvette Mimieux)
6525 Zebra In The Kitchen .... June
(Jay North)
6526 She .... June
(Ursula Andress, Peter Cushing)
6528 The Sandpiper .... July
(Elizabeth Taylor, Richard Burton)
6527 The Yellow Rolls-Royce .... July
(Ingrid Bergman, Rex Harrison, Shirley MacLaine, Omar Sharif)
6529 Operation Crossbow .... July
(George Peppard, Sophia Loren)
6601 Murder Most Foul .... Sept.
(Margaret Rutherford)
6608 Laurel and Hardy's Laughing 20's .... Sept.
(Laurel and Hardy Compilation)
6602 Once A Thief .... Sept.
(Alain Delon, Ann-Margret, Van Heflin)

Paramount

6417 Circus World .... April
(John Wayne, Claudia Cardinale)
6415 Dr. Terror's House Of Horrors .... April
(Peter Cushing)
6419 Girls On The Beach .... May
(Beach Boys, Lesley Gore)
6420 The Amorous Adventures Of Moll Flanders ...May
(Kim Novak, Richard Johnson)
In Harm's Way .... June
(John Wayne, Kirk Douglas)
6422 The Family Jewels .... June
(Jerry Lewis)
6423 Harlow .... June
(Carroll Baker, Peter Lawford)
6421 The Sons Of Katie Elder .... July
(John Wayne)
Black Spurs .... July
(Rory Calhoun)
Situation Hopeless But Not Serious .... Aug.
(Alec Guiness, Michael Connors)
The Skull .... Sept.
(Peter Cushing, Christopher Lee)
Seven Slaves Against The World .... Sept.
(Roger Browne)
Revenge Of The Gladiators .... Sept.
(Roger Browne)
Pardners (Reissue) .... Sept.
(Dean Martin, Jerry Lewis)
Living It Up (Reissue) .... Sept.
(Dean Martin, Jerry Lewis)

Breakfast At Tiffany's (Reissue) .... Sept.
(Audrey Hepburn)
Sabrina (Reissue) .... Sept.
(Audrey Hepburn)

20th Century-Fox

War Party .... April
(Michael Mikler, Davey Davison)
Curse Of The Fly .... April
(Brian Donlevy)
Devils Of Darkness .... April
(William Sylvester)
513 High Wind in Jamaica .... May
(Anthony Quinn)
Rapture .... June
(Melvyn Douglas)
514 Up From The Beach .... June
(Cliff Robertson)
515 Von Ryan's Express .... July
(Frank Sinatra, Trevor Howard)
Convict Stage .... July
(Harry Lauter, Donald Barry)
560 Those Magnificent Men In Their Flying Machines .... Aug.
(All Star Cast; Road Show)
Morituri .... Aug.
(Marlon Brando, Yul Brynner)
The Reward .... Sept.
(Max Von Sydow, Yvette Mimieux)
Weekend At Dunkirk .... Sept.
(Jean-Paul Belmondo, Catherine Spaak)

United Artists

6507 The Train .... April
(Burt Lancaster)
6506 Mister Moses .... May
(Robert Mitchum, Carroll Baker)
Masquerade .... May
(Cliff Robertson)
6509 I'll Take Sweden .... June
(Bob Hope, Tuesday Weld)
6510 What's New Pussycat? .... June
(Peter O'Toole, Peter Sellers)
6511 The Glory Guys .... July
(Tom Tryon, Senta Berger)
The Knack .... July
(Rita Tushingham, Ray Brooks)
Help! .... Aug.
(The Beatles)
Billie .... Sept.
(Patty Duke, Warren Berlinger)
A Thousand Clowns .... Sept.
(Jason Robards, Jr., Barbara Harris)

Universal

6507 Bus Riley's Back In Town .... April
(Ann-Margret, Michael Parks)
6508 The Truth About Spring .... April
(Hayley Mills, James MacArthur)
6509 The Sword Of Ali Baba .... May
(Peter Mann, Jocelyn Lane)
6510 The World Of Abbott and Costello .... May
(Compilation: Abbott and Costello)
6513 Fluffy .... June
(Tony Randall, Shirley Jones)
6511 Imitation Of Life (Reissue) .... June
(Lana Turner, John Gavin)
6512 Flower Drum Song (Reissue) .... June
(Nancy Kwan)
6514 Mirage .... June
(Gregory Peck)
6515 Secret Of Blood Island .... June
(Barbara Shelley)
6516 The Naked Brigade .... June
(Shirley Eaton, Ken Scott)
6517 The Art Of Love .... July
(James Garner, Elke Sommer, Dick Van Dyke)
6518 McHale's Navy Joins The Air Force .... July
(Joe Flynn, Tim Conway)
6519 Wild Seed .... July
(Michael Parks, Celia Kaye)
6520 A Very Special Favor .... Aug.
(Rock Hudson, Leslie Caron)
6521 Shenandoah .... Aug.
(James Stewart)
6522 I Saw What You Did .... Sept.
(Joan Crawford, John Ireland)
6523 That Funny Feeling .... Sept.
(Sandra Dee, Bobby Darin, Donald O'Connor)

Warners

458 The Battle At The Villa Fiorita .... April
(Rossano Brazzi, Maureen O'Hara)
455 Dear Heart .... May
(Glenn Ford, Geraldine Page)
460 Brainstorm .... May
(Jeff Hunter, Viveca Lindfors)
461 The Woman Who Wouldn't Die .... May
(Gary Merrill)
The Third Day .... July
(George Peppard, Elizabeth Ashley)
Having A Wild Weekend .... Aug.
(Dave Clark Five)
Murieta .... Sept.
(Jeff Hunter)

The Shorts Parade

1963-64 1964-65 Seasons

Buena Vista

WALT DISNEY CARTOONS (TECHNICOLOR) (REISSUES)

19301 Little Whirlwind
19302 The Whalers
19303 First Aiders
19304 Army Mascot
19305 Goofy Gymnastics
19306 Home Made Home
19307 Foul Hunting
19308 Timber
19309 Truant Officer Donald
19310 Golden Eggs
19311 Test Pilot Donald
19312 Lambert, The Sheepish Lion

SINGLE REEL CARTOONS (TECHNICOLOR)

101 How To Have An Accident At Work
123 The Litterbug
125 Aquamania

TWO REEL CARTOON SPECIALS (TECHNICOLOR)

097 Goliath II
102 Noah's Ark
119 Saga Of Windwagon Smith
112 Donald and The Wheel
139 A Symposium On Popular Songs

THREE REEL LIVE ACTION SPECIALS (TECHNICOLOR)

079 Japan
086 The Danube
099 Eyes In Outer Space
105 Islands Of The Sea
106 Mysteries Of The Deep
127 Bear Country (Re-issue)
131 Water Birds (Re-issue)

FEATURETTES (TECHNICOLOR)

094 Legend Of Sleepy Hollow (Re-issue)
114 Hound That Thought He Was A Raccoon
118 Horse With The Flying Tail

Columbia

ONE REEL COLOR SPECIALS

65651 (Sept.) Little Boy Bad
65652 (Feb.) The Ride

COLOR FEATURETTES

65441 (Sept.) Amazing New Zealand
65442 (Nov.) Wonders Of Miami Beach
65443 (Jan.) Fabulous California
65444 (June) Wonders Of Kentucky

LOOPY DE LOOP COLOR CARTOONS

65701 (Sept.) Trouble Bruin
65702 (Oct.) Bear Knuckles
65703 (Nov.) Habit Rabbit
65704 (Jan.) Horse Shoo
65705 (Mar.) Pork Chop Phoey
65706 (Apr.) Crow's Fete
65707 (June) Big Mouse Take

MR. MAGOO CARTOONS (Re-Issues)

65752 (Sept.) Magoo's Young Manhood
65752 (Oct.) Scoutmaster Magoo
65753 (Nov.) Ragtime Bear
65754 (Dec.) Explosive Mr. Magoo
65755 (Jan.) Spellbound Hound
65756 (Feb.) Magoo's Three Point Landing
65757 (Mar.) Rock Bound Magoo
65758 (Apr.) Magoo's Masquerade

COLOR FAVORITES CARTOONS (Re-Issues)

65601 (Sept.) Animal Cracker Circus
65602 (Oct.) Tooth Or Consequences
65603 (Nov.) Little Match Girl
65604 (Dec.) Man On The Flying Trapeze
65605 (Jan.) Glee Worms
65606 (Feb.) Fudget's Budget
65607 (Mar.) Lo The Poor Buffal
65608 (Apr.) Mountain Ears
65609 (May) Rocky Road To Ruin
65610 (June) Black-Board Review

TWO REELERS THE THREE STOOGES (Re-Issues)

65401 (Sept.) Hoofs and Goofs
65402 (Oct.) Muscle Up A Little Closer
65403 (Dec.) A Merry Mix-Up
65404 (Jan.) Space Ship Sappy
65405 (Feb.) Guns A Poppin'
65406 (Apr.) Horsing Around
65407 (May) Outer Space Jitters

WORLD OF SPORTS

65501 (Dec.) Champion Stunt Divers
65502 (Feb.) Skiing The Andes
65503 (Mar.) Thousand Island Aquarama
65504 (May) Winged Fury

SERIALS (Re-Issues)

65120 (Sept.) Perils Of The Wilderness
65140 (Dec.) The Iron Claw
65160 (Dec.) Adventures Of Captain Africa

Metro-Goldwyn-Mayer

TOM AND JERRY NEW COLOR CARTOONS

4575 Penthouse Mouse
4576 Much Ado About Mousing
4577 Snowbody Loves Me
4578 Cat Above and The Mouse Below
4579 Unshrinkable Jerry Mouse
4580 Tom-ic Energy

GOLD MEDAL REPRINTS IN METROCOLOR

6661-W Old Rockin' Chair Tom
6662-W Lucky Ducky
6663-W Professor Tom
6664-W Cat That Hated People
6665-W Mouse Cleaning
6666-W Goggle Fishing Bear
6667-W Design On Jerry
6668-W First Bad Man
6669-W Smarty Cat
6670-W Deputy Droopy
6671-W Pecos Pest
6672-W Cell Bound

Paramount

COLOR FEATURETTE

AA22-1 Sportarama

HIGH TOPPER

T22-1 Thin Along
T22-2 Isles Of The Sun
T22-3 Melody For Machines
T22-4 The World Starts Next Door
T22-5 Beauties Of Scandanavia
T23-1 Fascinating Finland
T23-2 Mayflower, U.S.A.
T23-3 Commuting For Adventure

NOVELTOONS

P23-1 Gramps To The Rescue
P23-2 Hobo's Holiday
P23-3 Hound For Pound
P23-4 Sheepish Wolf
P23-5 Hiccup Hound
P23-6 Whiz Quiz Kid

MODERN MADCAPS

M23-1 Happy Harry
M23-2 Tell Me A Badtime Story
M23-3 Pig's Feat
M23-4 Sour Gripes
M23-5 Goodie Good Deed
M23-6 Muggy-Doo Boy Cat

POPEYE CHAMPIONS

E23-1 Beach Peach
E23-2 Jitterbug Jive
E23-3 Popeye Makes A Movie
E-23-4 Fly's Last Flight
E23-5 How Green Is My Spinach?
E23-6 Gym Jam

COMIC KING

C22-1 Et Tu Otto
C22-2 A Tree Is A Tree Is A Tree
C22-3 The Method and Maw
C22-4 Take Me To Your Gen'rul
C22-5 Keeping Up With Krazy
C22-6 Mouse Blanche
C23-1 Panhandling On Madison Avenue
C-23-2 Fizzicle Fizzle
C23-3 Sailing Zero
C23-4 Fix That Clock
C23-5 A Friend In Tweed
C23-6 The Once Over
C23-7 Service With A Smile
C23-8 Call Me A Taxi
C23-9 Highway Slobbery

SPECIAL

B23-1 Jamboree At Marathon
B23-2 Wyoming Snapshot

SPORTS IN ACTION

D23-1 Festival Of The Bulls
D23-2 Sky Divers
D23-3 Speed On Ice
D23-4 Best In Show
D23-5 On The Bounce

20th Century-Fox

TERRYTOONS (2D ALL PURPOSE; DELUXE COLOR)

5401 (Jan.) Roc-A-Bye Sinbad
5402 (Feb.) The Red Tarctor
5403 (Mar.) Brother From Outer Space
5405 (Apr.) King Rounder
5406 (May) Short Term Sheriff
5407 (June) The Kisser Plant
5411 (July) Adventure By The Sea
5408 (Aug.) Oil Thru The Day
5409 (Sept.) Outer Galaxy Gazette
5410 (Oct.) The Gold Dust Bandit
5404 (Nov.) Search For Misery
5412 (Dec.) Molecular Mixup

United Artists

PINK PANTHER COLOR CARTOONS

6551 (Dec.) Pink Phink
6552 (Feb.) Pink Pajamas
6553 (Mar.) We Give Pink Stamps
6554 Dial 'P' for Pink
6555 Sink Pink
6556 Pickled Pink
6557 Pink Ice
6558 Shocking Pink
6559 Pinkfinger
6560 Pinktail Fly
6561 Reel Pink
6562 An Ounce Of Pink
6563 Pink Panzer

SPECIALS

6480 Chagall (3 reels)
6470 Beatles Come To Town
6471 This Is Jordan (3 reels)
6472 Dave Clark Five

Universal

TWO REEL SUPER SPECIALS

4501 (Jan.) Bigtown Village
4502 (Mar.) Casey At The Met(s).

SPECIALS

4504 (Dec.) Football Highlights Of 1964
4505 (Feb.) Yesterday's Big Story

COLOR ADVENTURES (One Reel)

4571 (Jan.) Keep America Singing
4572 (Feb.) Flying Fisherman
4573 (Mar.) Peewee Leaguers
4574 (Apr.) The Great River
4575 (May) Aquacapers

WALTER LANTZ COLOR CARTUNES

4511 (Jan.) Three Little Woodpeckers (WW)
4512 (Jan.) Case Of The Elephant's Trunk
4513 (Feb.) Woodpecker Wanted (WW)
4514 (Feb.) Fractured Friendship
4515 (Mar.) Birds Of A Feather (WW)
4516 (Mar.) Guest Who?
4517 (Apr.) Canned Dog Feud (WW)
4518 (Apr.) Half Baked Alaska
4519 (May) Janie Get Your Gun (WW)
4520 (May) Davey Cricket
4521 (June) Slox Me (WW)
4522 (June) Pesty Guest
4523 (July) What's Peckin' (WW)

Warner Bros.

MERRIE MELODIES-LOONEY TUNES TECHNICOLOR CARTOONS

3701 (Oct.) Panchos Hideaway
3702 (Dec.) Road To Andalay
3703 (Jan.) It's Nice To Have A Mouse Around The House
3704 (Jan.) Cats And Bruises
3705 (Feb.) The Wild Chase
3706 (Mar.) Moby Duck
3707 (Apr.) Assult and Peppered
3708 (May) Well Worn Daffy
3709 (June) Corn on the Cop
3710 (June) Suppressed Duck
3711 (July) Rushing Roulette
3712 (Aug.) Run, Run Sweet Roadrunner
3713 (Aug.) Tease For Two

BUGS BUNNY SPECIALS

2721 (10-19-63) Mad As A Mars Hare
2722 (1-18-64) Dumb Patrol
2723 (Mar.) Dr. Devil And Mr. Hare
2724 (July) False Hare

BLUE RIBBON HIT PARADES TECHNICOLOR (REISSUES)

3301 (Sept.) Heir Conditioned
3302 (Sept.) Broom Stick Bunny
3303 (Oct.) Rocket By Baby
3304 (Nov.) Tree Cornered Tweety
3305 (Dec) Heaven Scent
3306 (Jan.) Rabbitson Crusoe
3307 (Jan.) Too Hop To Handle
3308 (Mar.) Zoom And Bored
3309 (Apr.) The Hole Idea
3310 (May) Napoleon Bunny-Part
3311 (June) By Word of Mouse
3312 (July) Half Fare Hare
3313 (Aug.) Unexpected Pest

WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR) TWO-REELERS

3001 (Sept.) Where Winter Is King
3002 (Apr.) Gone Fishin'
3003 (May) Under The Little Big Top
3004 (July) Winter Paradise

WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR) (REISSUES) ONE-REEL

3501 (Nov.) Riviera Revelries
3502 (Feb.) Football Royal
3503 (Mar.) Rodeo Roundup
3504 (May) Art of Archery
3505 (June) Cowboy's Holiday
3506 (Aug.) Italian Holiday

ALPHABETICAL GUIDE TO 314 Feature Reviews

This index covers features reviewed thus far during the 1964-65 season in addition to features of the 1963-64 season, reviewed after the issue of Aug. 19, 1963.—Ed.

A

Across The River—85m.—Misc. 5266
Adventures Of Scaramouche, The—98m.—Emb 5233
Agent 8-¾—98m.—Cont. 5301
Americanization Of Emily, The—115m.—MGM 5225
Amorous Adventures of Moll Flanders, The —126m.—Par. 5286
And So To Bed—112m.—For. 5306
Andy—86m.—U 5250
Anatomy Of A Marriage (My Days With Jean-Marc)—96m.—For. 5234
Anatomy Of A Marriage (My Nights With Francoise)—97m.—For. 5234
Apache Rifles—92m.—Fox 5230
Ape Woman, The—97m.—Emb. 5210
Arizona Raiders—88m.—Col. 5305
Art Of Love, The—99m.—U 5283
Atragon—88m.—A-I 5245
Awful Dr. Orlof, The—90m.—For. 5291

B

Baby, The Rain Must Fall—100m.—Col. 5245
Back Door To Hell—68m.—Fox 5234
Bambole—111m.—For. 5303
Banana Peel—97m.—For. 5255
Battle of The Villa Fiorita, The—111m.—WB 5287
Bay Of Angels—85m.—For. 5251
Beach Blanket Bingo—98m.—A-I 5285
Bebo's Girl—94m.—Cont. 5237
Before The Revolution—112m.—For. 5306
Black Spurs—81m.—Par. 5282
Black Torment, The—88m.—For. 5263
Blood On The Arrow—91m.—AA 5237
Bounty Killer, The—92m.—Emb. 5294
Boy Ten Feet Tall, A—88m.—Par. 5246
Brain, The—83m.—For. 5263
Brainstorm—114m.—WB 5283
Bus Riley's Back In Town—93m.—U 5263
Bus, The—62m.—Misc. 5290

C

Caddy, The—95m.—Par.—Re. 5222
Carry On Spying—87m.—For. 5251
Casablan—63m.—For. 5263
Casanova '70—113m.—Embassy 5305
Cat Ballou—96m.—Col. 5281
Cheyenne Autumn—145m.—WB 5223
Circle Of Love—105m.—Cont. 5269
Clarence, The Cross-Eyed Lion—98m.—MGM 5254
Code 7, Victim 5—88m.—Col. 5229
Collector, The—119m.—Col. 5285
Cool World, The—105m.—Misc. 5224
Castle Of Blood—85m.—Misc. 5211
Conquered City—91m.—A-I 5257
Contempt—99m.—Emb. 5218
Crack In The World—96m.—Par. 5254
Curse Of The Mummy's Tomb, The—81m.—Col. 5249
Curse Of The Stone Hand—72m.—Misc. 5266

D

Dark Intruder—59m.—U 5306
Darling—122m.—Embassy 5309
Dear Brigitte—100m.—Fox. 5250
Dear Heart—114m.—WB 5239
Diary Of A Bachelor—88m.—A-I 5217
Diary Of A Chambermaid, The—97m.—For. 5264
Die Die My Darling—97m.—Col. 5273
Dingaka—98m.—Emb. 5285
Disorderly Orderly, The—90m.—Par. 5238
Dragon Sky—95m.—For. 5212
Dr. Terror's House of Horrors—98m.—Para. 5275

E

East Of Sudan—84m.—Col. 5253
Earth Dies Screaming, The—62m.—Fox 5226
Eleanor Roosevelt Story, The—90m.—Misc. 5290
Emil And The Detectives—99m.—BV 5221
Eva—115m.—For. 5295
Eye Of The Needle, The—97m.—For. 5307

F

Face Of War, The—105m.—For. 5243
Face Of The Screaming Werewolf—60m.—Misc. 5266
Fail Safe—111m.—Col. 5213
Family Jewels, The—100m.—Para. 5294
Fanny Hill—104m.—For 5279
Fascist, The—102m.—Emb. 5297
Father Goose—115m.—U 5231
Fate Is The Hunter—106m.—Fox 5214
Ferry Cross The Mersey—86m.—UA 5250
Finest Hours, The—114m.—Col. 5217
First Men In The Moon—103m.—Col. 5221
Flesh Eaters, The—90m.—Misc. 5224
Flower Drum Song—131m.—U—Re. 5287
Fluffy—92m.—U 5275
Fool Killer, The—98m.—AA-Landau 5277
Fort Courageous—72m.—Fox 5278
Four Days In November—120m.—UA 5223

G

Genghis Khan—124m.—Col. 5277
Get Yourself A College Girl—86m.—MGM 5233
Girl Happy—96m.—MGM 5246
Girls On The Beach, The—80m.—Par. 5282
Glory Guys, The—112m.—UA 5302
Go-Go Big Beat—83m.—For. 5295
Go Go Mania—70m.—A-I 5285
Goldfinger—108m.—UA 5231
Goodbye Charlie—117m.—Fox 5226
Gorgon, The—83m.—Col. 5249
Godzilla Vs The Thing—90m.—A-I 5213
Great Race, The—150m.—WB 5298
Greatest Story Ever Told, The—221m.—UA 5254
Guide, The—120m.—For. 5259
Gunfighters of Casa Grande—92m.—MGM 5274
Guns Of August, The—99m.—U 5239
Guns At Batasi—103m.—Fox 5210

H

Hallelujah Trail, The—156m.—UA 5294
Hamlet—187m.—WB-Electronovision 5220
Harlow—109m.—Misc. 5287
Harlow—125m.—Par. 5297
Harvey Middleman, Fireman—75m.—Col. 5301
Having A Wild Weekend—91m.—WB 5302
Help!—90m.—UA 5310
Hercules In The Haunted World—84m.—For. 5212
Hercules, Samson, And Ulysses—85m.—MGM. 5282
Hercules vs The Giant Warriors—94m.—For. 5291
High Infidelity—130m.—For. 5303
High Wind In Jamaica, A—104m.—Fox 5286
Horrible Dr. Hichcock, The—76m.—For. 5291
Horror Of It All, The—76m.—Fox 5222
How To Murder Your Wife—118m.—UA 5247
How To Stuff A Wild Bikini—93m.—AIP 5301
Hush, Hush, Sweet Charlotte—133m.—Fox 5247
Hysteria—86m.—MGM 5269

I

Il Successo—103m.—Emb. 5286
I'll Take Sweden—96m.—UA 5290
Image Of Love—90m.—Misc. 5299
Imitation Of Life—124m.—U—Re. 5287
In Harm's Way—165m.—Para. 5269
Inheritance, The—60m.—Misc. 5234
Invitation To A Gunfighter—92m.—UA 5223
Ipcress File, The—108m.—U 5298
I Saw What You Did—82m.—U. 5283

J

John Goldfarb, Please Come Home—96m.—Fox 5230
Joy House—98m.—MGM 5225
Joy In The Morning—103m.—MGM 5261

K

Kimberley Jim—82m.—Emb. 5278
Kisses For My President—113m.—WB 5211
Kiss Me, Stupid—126m.—Misc. 5242
Kitten With A Whip—83m.—U 5226
Knack, The—And How To Get It—84m.—UA 5299

L

Last Man On Earth, The—86m.—A-I 5241
Last Woman Of Shang, The—107m.—For. 5264
Laterna Magika—119m.—For. 5212
Laurel and Hardy's Laughing 20's—91m.—MGM 5309
Les Abysses—90m.—For. 5234
Let's Talk About Women—108m.—Emb. 5218
Lili—81m.—MGM—Re. 5226
Lilith—114m.—Col. 5213
Living Between Two Worlds—78m.—Misc. 5220
Lord Jim—154m.—Col. 5257
Lost World Of Sinbad, The—90m.—A-I 5261
Love Ala Carte—98m.—For. 5243
Love Goddesses—82m.—Cont. 5258
Love and Kisses—87m.—U 5310
Love Has Many Faces—105m.—Col. 5253
Luck Of Ginger Coffey, The—100m.—Cont. 5217

M

Maedchen In Uniform—91m.—For. 5303
Major Dundee—124m.—Col. 5261
Malamondo—79m.—For. 5234
Male Hunt—92m.—For. 5291
Man From Button Willow, The—84m.—Misc. 5251
Man In The Dark—80m.—U 5250
Man Who Couldn't Walk, The—63m.—For. 5264
Man Who Walked Through The Wall—99m.—For. 5235
Mara Of The Wilderness—90.—AA 5293
Marriage Italian Style—102m.—Emb. 5241
Mary Poppins—140.—BV 5209
Master Spy—71m.—AA 5209
Masquerade—101m.—UA 5278
McHale's Navy Joins The Air Force—90m.—U. 5290
Mediterranean Holiday—128m.—Cont. 5221
MGM's Big Parade Of Comedy—89m.—MGM 5210
Mirage—109m.—U 5287
Mister Moses—113m.—UA 5275
Mme. Olga's Massage Parlor—70m.—Misc. 5266
Model Murder Case, The—90m.—For. 5264
Moment of Truth, The—110m.—For. 5310
Mondo Pazzo—94m.—For. 5251
Monkey's Uncle, The—87m.—BV 5305
Moro Witch Doctor—61m.—Fox 5230
Morituri—123m.—For. 5302
Murder Ahoy—93m.—MGM 5214
My Baby Is Black—80m.—For. 5279
My Blood Runs Cold—104m.—WB 5270
My Fair Lady—170m.—WB 5227
My Wife's Husband—85m.—For. 5255

N

Naked Brigade, The—99m.—U 5278
Naked Kiss, The—92m.—Misc. 5227
Nasty Rabbit, The—85m.—Misc. 5243
New Angels, The—94m.—For. 5295
Night Train To Paris—65m.—Fox 5219
Nightmare In The Sun—81m.—Misc. 5231
Night Walker, The—86m.—U. 5242
None But The Brave—105m.—WB 5255
Nothing But A Man—92m.—Misc. 5259
Not On Your Life—90m.—For. 5270
Nutty, Naughty Chateau—102m.—For. 5232

O

Of Human Bondage—98m.—MGM 5214
One Way Pendulum—90m.—For. 5255
Onibaba—104m.—For. 5264
Only One New York—75m.—Emb. 5218
Operation Crossbow—116m.—MGM 5274
Operation Snafu—93m.—A-I 5257
Outlaws Is Coming, The—89m.—Col. 5245
Outrage, The—97m.—MGM 5219
Over There—1914-1918—90m.—For. 5265

P

Pajama Party—83m.—A-I 5229
Passionate Thief, The—100m.—Emb. 5210
Pattern For Plunder—85m.—For. 5235
Pawnbroker, The—114m.—AA-Landau 5273
Pleasure Seekers, The—107m.—Fox 5242
Psycho—109m.—Par.—Re. 5247
Pumpkin Eater, The—110m.—For. 5228

Q

Quick Before It Melts—98m.—MGM 5238
Quo Vadis—168m.—MGM—RE. 5214

R

Raiders From Beneath The Sea—73m.—Fox 5247
Rapture—104m.—For. 5310
Rattle Of A Simple Man—96m.—Cont. 5237
Ready For The People—54m.—WB 5227
Red Desert—116m.—For. 5255
Red Lanterns—85m.—For. 5271
Requiem For A Gunfighter—91m.—Emb. 5297
Rio Conchos—107m.—Fox 5219
Rotten To The Core—90m.—For. 5303
Rounders, The—85m.—MGM 5246
Roustabout—101m.—Par. 5230

S

Samson vs The Giant King—91m.—For. 5291
Sandokan The Great—110m.—MGM 5274
Sandpiper, The—116m.—MGM 5297
Santa Claus Conquers The Martians—80m.—Emb. 5230
Satan Bug, The—114m.—UA 5262
Scarlet Letter, The—72m.—Misc. 5290
Seance On A Wet Afternoon—115m.—For. 5235
Seaside Swingers—94m.—Emb. 5289
Secret Door, The—72m.—AA 5209
Secret Invasion, The—95m.—UA 5215
Secret Of Blood Island, The—84m.—U 5279
Secret Of Magic Island, The—63m.—Emb. 5278
Send Me No Flowers—100m.—U 5211
Sergeant Deadhead—90m.—AIP 5309
7 Dwarfs To The Rescue, The—84m.—For. 5265
Seven Surprises—77m.—For. 5235
Sex And The Single Girl—114m—WB 5242
She—106m.—MGM 5274
Shenandoah—105m.—U 5279
Ship Of Fools—150m.—Col. 5281
Signpost To Murder—79m.—MGM 5238
Sing And Swing—75m.—U 5211
Ski Party—90m.—A-I 5293
Slave Trade In The World Today—86m.—Cont. 5233
So Dear To My Heart—82m.—Re.—BV 5217
Sons Of Katie Elder, The—122m.—Par. 5298
Sound Of Music, The—174m.—Fox 5258
Strange Bedfellows—98m.—U 5239
Sweet And Sour—98m.—For. 5260
Swingers' Paradise—83m.—AIP 5305
Swingin' Summer, A—80m.—Misc. 5266
Sword Of Ali Baba—81m.—U 5270
Sylvia—115m.—Par. 5249
Symphony For A Massacre—115m.—For. 5295
Synanon—107m.—Col. 5282

T

Taboos of the World—97m.—A-I 5273
Taggart—85m.—U 5239
Terrace, The—90m.—For. 5243
T-a-m-i Show, The—113-½m.—Misc. 5231
Tattooed Police Horse, The—48m.—BV 5225
Taxi For Tobruk—90m.—For. 5265
Thank Heaven For Small Favors—84m.—For. 5265
That Funny Feeling—93m.—U. 5306
These Are The Dammed—77m.—Col. 5301
Third Day, The—119m.—WB 5299
Tickle Me—90m.—AA 5293
36 Hours—115m.—MGM 5233
Those Calloways—131m.—BV 5229
Those Magnificent Men In Their Flying Machines—133m.—Fox. 5289
Three Penny Opera—83m.—Emb. 5237
Time Travelers, The—82m.—A-I 5225
Tomb Of Ligeia—81m.—AI. 5253
Topkapi—120m.—UA 5215
Town Tamer—89m.—Para. 5302
Train, The—133m.—UA 5259
Truth About Spring, The—102m.—U 5270
Two On A Guillotine—107m.—WB 5247

U

Umbrellas Of Cherbourg, The—90m.—For. 5243
Unearthly Stranger—68m.—A-I 5241
Up From The Beach—99m.—Fox 5289

V

Very Special Favor, A—104m.—U 5298
Vice And Virtue—103m.—MGM 5262
Visit, The—100m.—Fox 5214
Von Ryan's Express—117m. —Fox 5286
Voyage To The End Of The Universe—81m.—A-I 5213

W

War-Gods Of The Deep—85m.—A-I 5293
War Of The Zombies, The—85m.—A-I 5281
War Party—72m.—Fox 5262
What's New Pussycat?—108m.—UA 5294
Where Love Has Gone—114m.—Par. 5222
White Voices—93m.—For. 5295
Why Bother To Knock?—88m.—For. 5244
Wild Seed, The—99m.—U. 5263
Witchcraft—79m.—Fox 5222
Woman In The Dunes—123m.—For. 5236
Woman Is A Woman, A—80m.—For. 5248
Woman Of Straw—117m.—UA 5215
Woman Who Wouldn't Die, The—84m.—WB. 5283
World Of Abbott and Costello, The—75m.—U. 5275
World Of Suzie Wong, The—129m.—Par.—Re. 5262
World Without Sun—93m.—Col. 5241

Y

Yellow Rolls-Royce, The—122m.—MGM 5246
Yolanta—82m.—For. 5265
Young Cassidy—110m.—MGM 5258
Young Dillinger—102m.—AA 5277
Young Lovers, The—108m.—MGM 5222
Youngblood Hawke—137m.—WB 5227
Young Fury—80m.—Par. 5249
Your Cheatin' Heart—99m.—MGM 5222
You're Never Too Young—102m.—Par.—Re. 5222

Z

Zebra In The Kitchen—93m.—MGM 5262
Zorba The Greek—142m.—Fox 5238

CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum words. No cuts or borders. 4 consecutive insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (See "A-Man" CORNER on this page for Help and Situations Wanted advertising.)

BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO $3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

EQUIPMENT WANTED

PROJECTORS, arc lamps, soundheads, 16&35mm portables, new spare parts. P. PIERUCCI, 23 Leroy St., New York, N. Y. 10014.

TOP PRICES PAID for soundheads, lamphouses, rectifiers, projectors, lenses and portable projectors. What have you? STAR CINEMA SUPPLY, 621 West 55th St., New York 10019.

FORMS AND SYSTEMS

For the Best in THEATRE-TESTED and APPROVED FORMS and SYSTEMS . . . EXHIBITOR BOOK SHOP, 317 N. Broad St., Philadelphia, Pa. 19107.

NEW EQUIPMENT

MARVELOUS MASONITE MARQUEE LETTERS, interchangeable all makes. 4"-50c, 6"-65c, 8"-75c, 10"-90c, 12"-$1.05, 16"-$1.75, 17"-$2.00, 24"-$3.00. Non-sliding spring 10c additional. 10% discount 100 letters assorted or over $60.00 list. Free sample! S.O.S., 387 Park Ave., South, New York 10016.

BANISH TATTLETALE GRAY! Replace old screens with New Mattewhite, only 57c sq. ft.; Mattewhite Lenticular or Pearlglo, 89c sq. ft. S.OS., 387 Park Ave., South, New York 10016.

SPEAKER CONES

DRIVE-IN SPEAKERS RECONED 90c EACH. All weather resistant material. Write for free sample. C & M RECONE COMPANY. 11 Witherspoon Street, Princeton, New Jersey.

THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY, INC., 100 Taylor Street, Nashville 8, Tennessee.

SPECIALISTS IN REBUILDING CHAIRS. Best workmanship, reasonable prices. Have men, will travel. Rebuilt theatre chairs for sale. NEVA BURN PRODUCTS CORP., 262 South St., N. Y. C.

THEATRES FOR SALE OR LEASE

THEATRE FOR RENT in Trenton, N. J., two blocks from the center of town. Air conditioned, thermostatic heat, complete with cinemascope lenses. Capacity 400. Theatre ready to open. Booth equipped and ready to go. If interested, please call or write: MR. AARON COOPER, c/o Star Theatre, 1205 N. 3rd St., Harrisburg, Pa. Phone: 717-232-6011.

WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

ONLY A FEW LEFT . . . ORDER NOW!
1965-66 "Pocket-Size" DATE BOOK

The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you* are looking for a job . . . or IF you* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in theree consecutive issues and then dropped. If success does not crown an original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

***A (WO) MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.**

MANAGER, suburban Philadelphia, Pa., first run class house. State salary requirements. BOX A818, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

JOB WANTED as manager or assistant Los Angeles-Hollywood area. 28 years old, 12 years theatre experience. Moving to west coast. Reply ALFRED SPYCHALSKI, 68 Long St., Newark, N. J. (811)

EXPERIENCED MANAGER wanted for suburban N. Y. Nassau County Long Island Theatre, immediate employment. BOX A84, c/o M. P. EXHIBITOR, 317 N. Broad St, Phila., Pa. 19107

HOUSTON, TEXAS desired by experienced manager 25 years in all phases of operations, including buying, booking, publicity, public relations and concessions. BOX A811, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

MANAGER, 17 years experience, in Los Angeles area. Excellent references. Improve me financially, and I'll do the same for your theatre. Consider San Francisco, too. BOX B811, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

WANTED: Manager for Lonsdale Theatre, Lansdale, Pa. Excellent opportunity for experienced house manager. Prefer one willing to locate in Lansdale. Contact DAN KATLIN, Lonsdale Theatre, Lansdale, Pa. (811)

ADVERTISING & PROMOTION MAN. Highly qualified. Seeking position with small circuit. Could supervise operations of theatres along with advertising and promotion. Highest references, College grad. in business admin. presently employed. BOX B84, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107

EXPERIENCED MANAGER, small neighborhood theatre, resident Nassau or Suffolk counties preferred. Mature, reliable. Send resume POZIN LIGHTSTONE ENTERPRISES, 1619 Broadway, New York City Suite 901. (811)

AVAILABLE SEPT. 1ST. 20 years experience theatre management-supervision—key midwest cities, major circuit—small circuits in Florida and Illinois—ready to relocate—excellent references. W. H. AHRENS, 819 Black Road, Joliet, Ill. (811)

Address all Correspondence to— ***The A—MAN Corner*** **Motion Picture Exhibitor**
317 N. Broad St., Phila., Pa. 19107

HANDY SUBSCRIPTION BLANK

Yes, start sending
MOTION PICTURE
EXHIBITOR

plus

Showmen's Trade Review

TO:

Name ....

Title ....

Address ....

....

....

....

◆ ◆ ◆

☐ Enclosed

☐ $2.00 for one year

☐ $3.50 for two years

☐ $5.00 for three years

(Outside Western Hemisphere)

☐ $5.00 one year

☐ $8.00 two years

☐ $11.00 three years

CLIP and MAIL TODAY TO
317 N. Broad St., Phila., Pa. 19107

WHO'S CREATING MERCHANDISING IDEAS FOR THE SHOWMEN OF THE WORLD?

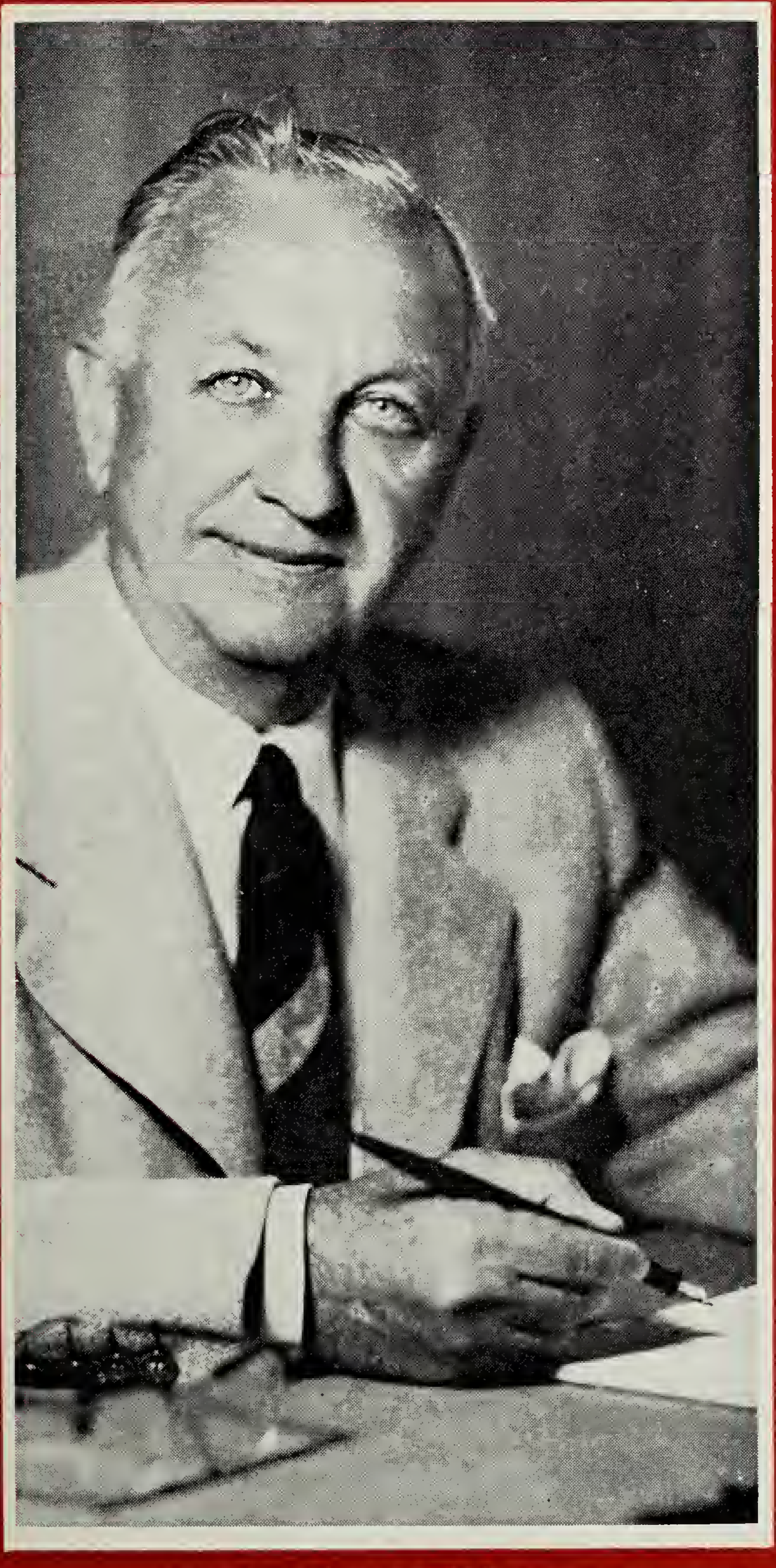
NATIONAL SCREEN SERVICE CORPORATION IS!

. . . with the formation of a NEW Creative Department which coordinates the various creative units of the Company . . . and which will contribute immeasurably to NSS' plans to develop Unusual DISPLAYS and SPECIAL EVENTS FILMS for Theatres . . . assisting Showmen in giving a NEW . . . EXCITING 'Modern Look' to their merchandising needs! This HIGHLY Specialized service will ultimately go far beyond the scope of any product-making service now in existence.

NATIONAL SCREEN SERVICE CORPORATION 1600 BROADWAY, NEW YORK, N.Y. 10019

MOTION PICTURE EXHIBITOR

AUGUST 25, 1965
Volume 74 Number 5
IN TWO SECTIONS · THIS IS SECTION ONE



Attack On Legion Draws Return Fire

(See page 7)

Blind Bidding Hit At Hearings

(See page 8)

Sol Lesser, president of the Hollywood Museum Corporation, is a man beset by many woes. For details, follow the series currently running in MPE (see the second article on page 6).

"...OLD MEN'S SPECTACLES"... *see editorial—page 4*

DEAN MARTIN

IN A DOUBLE-YOUR-BOX-OF

"LIVING IT UP"

TECHNICOLOR®

CO-STARRING JANET **LEIGH** · EDWARD **ARNOLD** · WITH FRED **CLARK** · SHEREE **NORTH** · PRODUCED BY PAUL JONES · DIRECTED BY NORMAN TAUROG

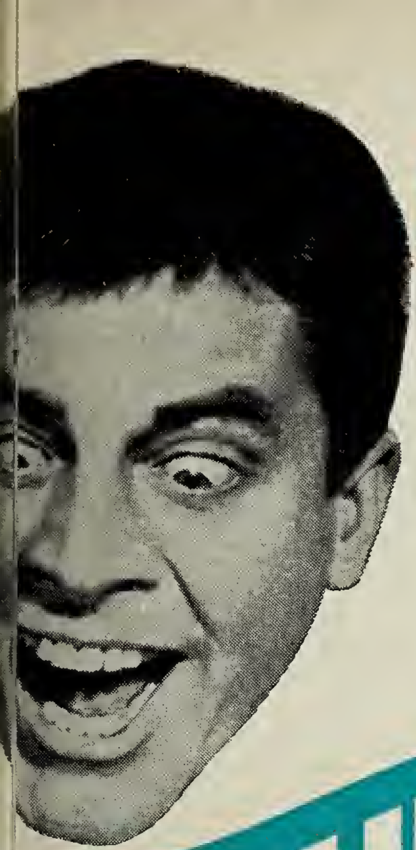
A PARAMOUNT RE-RELEASE

SCREENPLAY BY JACK ROSE and MELVILLE SHAVELSON · FROM THE MUSICAL COMEDY "HAZEL FLAGG" · BOOK BY BEN HECHT · MUSIC BY JULE STYNE · LYRICS BY BOB HILLIARD · BASED ON A STORY BY JAMES STREET

PARAMOUNT'S BOX OFFICE BLOCKBUSTERS RETURN!

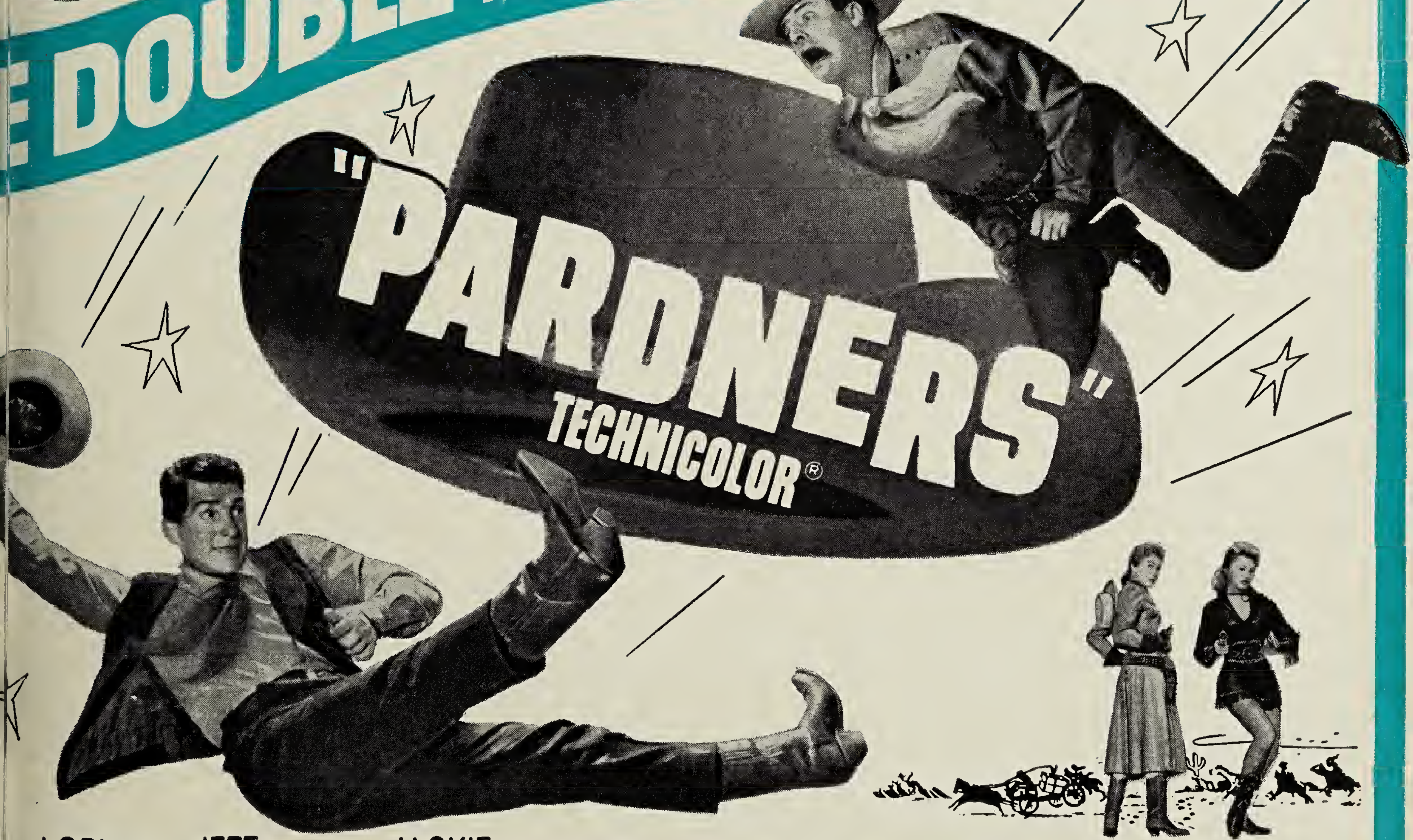
There's no business like Dean and Jerry business when it comes to audience pulling power! Now here they are in two of the wackiest films they ever made together...!

BOX OFFI BLAST-OI AGAIN!



JERRY LEWIS

E DOUBLE FEATURE SMASH!



"PARDNERS"

TECHNICOLOR®

ING LORI LSON · JEFF MORROW · JACKIE LOUGHERY WITH JOHN BARAGREY · AGNES MOOREHEAD · PRODUCED BY PAUL JONES · DIRECTED BY NORMAN TAUROG

A PARAMOUNT RE-RELEASE

SCREENPLAY BY NEY SHELDON · SCREEN STORY BY JERRY DAVIS · BASED ON A STORY BY MERVIN J. HOUSER · CHOREOGRAPHY BY NICK CASTLE · SONGS BY SAMMY CAHN AND JAMES VAN HEUSEN

tirely new audience now
that's never rocked
se films before. Plus
illions of Dean and Jerry
who want to rock again!

BOX OFFICE BANG!

NEW Packaging! NEW ads! NEW posters! NEW Radio Spots! So get goin' with your Paramount PARDNERS! Start LIVING IT UP with a big, bouncing box office of bucks, bucks, bucks this fall!

The Trade Paper Read by Choice—Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019, West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.: Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecoff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: $2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, $5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WAlnut 2-1860.

Member Audit Bureau of Circulations

MOTION PICTURE EXHIBITOR Plus SHOWMEN'S TRADE REVIEW

VOLUME 74 • NO. 5 AUGUST 25, 1965 OUR 47th YEAR

". . . OLD MEN'S SPECTACLES"

"Young men mend not their sight," wrote the poet John Donne, "by using old men's spectacles." This caution, of course, is double-edged in that it not only chides the older man who expects youth to blind itself by wearing the thick trifocals of experience, but advises the young man that some of his visions need correcting.

Censors, in many ways, attempt to set themselves up as lenses through which the light of truth must pass before it can be seen by others. Many of them, we suspect, regard themselves as food tasters able to detect the poison they are looking for without suffering undue effects themselves.

Now the question of censorship comes to a head in the form of an exposé-type magazine feature which appeared in the September issue of Ramparts, described by its executive editor as "a Catholic lay publication." Crux of the widely publicized attack on the National Legion of Decency's condemnation of Landau's "The Pawnbroker" was the charge that coercive pressures inherent in the threat of boycott constitute censorship not only for Roman Catholics but for all Americans, so long as film-makers can be intimidated by fear of the "C" rating.

We say the issue has come to a head because many theatre men, who had previously adhered to a policy of avoiding "C" pictures, decided out of persuasion or economic necessity to consider "The Pawnbroker" for their situations. Audience reaction, critical acclaim, and artistic merit of the film speak for themselves. Moreover, it appears that, should the film earn additional laurels at Academy Awards time, the Legion will have to face up to a grossly unpopular decision.

Principal interest in the film on the part of censors has revolved about nude scenes wherein the customary ploy of partial nudity has been abandoned. The Legion, in maintaining that nudity in itself does not constitute evil, nevertheless felt compelled to draw the line at these scenes, which director Sidney Lumet refused to revise in less direct fashion. Here then we have a clear question concerning the artistic necessity of showing the human figure completely nude. In condemning the film, the Legion, for all practical purposes, relegated the artist's judgment to the realm of bad taste.

While we sympathize with Legion motives, the immediate howl evoked by the Ramparts article illustrates the tenuous position of an organization that, like a parent torn as he watches his youngster readying for a date with someone he does not know and must blindly trust, has to shift the burden of judgment to those it wishes to protect.

Our readers are well aware that we have no time for the fast-buck parasites and smut peddlers that are the real culprits in such matters. At the heart of the near-hysteria we have witnessed firsthand in courtroom and legislative hearings is a deep anxiety that those men who would abuse the tremendous responsibility of the artist to society, could, in an uncontrolled medium of communications, shortly fill the screens of the world with "sex and violence."

There are, however, methods of dealing with hard core pornography that, as they stand today, provide a sufficient deterrent to such a calamity. On the other hand, we are realistic about the problem of mass taste, which often shows up in the boxoffice success of films designed to project the allure of "seeing something" commonly regarded as taboo. In this area, the bounds of decency have been stretched, but not without the tacit approval of organizations similar to the Legion. When the question degenerates into "how dirty can I make my picture and get it passed?," something is gravely wrong. Were this question of passable scenes removed, a rating organization would never grade as acceptable films so deplorably barren in any critical sense.

Every man with a sense of social responsibility should be concerned with the question of contemporary morality and the forces which mould it; yet the jurists, clergymen, and lay persons desperately grabbing at straws while the real problems go unheeded should be told pointedly that "clean" films will not provide the moral security they seek. Capitulation of the world's moviemakers would, in all probablity, only lead to the collapse of the industry.

It is clear that one of the sharpest thorns goading the alarmed interests in this hassle is nudity. Exactly what is acceptable in this area is, at best, highly subjective, and putting this into detailed description would be beneath the art. We propose that those who see man as the possessor of wisdom, law, character and will, all bound by a vellum of skin, and still feel deeply about the flesh and human desire as a transient and base thing, admit to the right of adults to make moral determinations for themselves.

Sex and violence are the themes of much of modern literature, drama, and poetry. As the screen matures, its treatment of them may adopt different forms, but surely this will never conform to a formula that will make everyone happy.

In the final analysis, we must give the artist room to create and entrust the viewer of his work with the responsibility to decide its validity. The time is at hand when the pat "moral" ending will have outlived its usefulness. During the transition, we suggest a spirit of exchange and fruitful cooperation. As always, the simplicity of such a suggestion breeds complexities which can only be overcome by the will to find a solution.

IN ORDER TO BE AN OPINION MAKER, YOU'VE GOT TO HAVE OPINIONS

NEWS CAPSULES

FILM FAMILY ALBUM

Arrivals

Twin daughters, **Randy Sue and Beth Ann,** were born to **Mr. and Mrs. Steve Schiffman,** New York City. The father is a member of the Paramount Pictures publicity department.

Gold Bands

Jane Ribicoff, daughter of **U. S. Senator and Mrs. A. A. Ribicoff,** was married at Temple Beth Israel to **Warren Bishop,** New York investment broker, in Hartford, Conn. Mrs. Bishop had been on the Columbia Pictures home office publicity staff.

Antoinette Theresa Sabal and **Richard Allen Pangburn,** Binghamton, N. Y., were wed. Mrs. Pangburn worked for Comerford Theatres in Binghamton, and her brother is **Michael Sabal,** managing director of Comerford's Cinema, Wilkes Barre, Pa.

Obituaries

Joseph D. Biaufox, 73, retired short story writer and former Universal and Columbia publicist, died at his Sandisfield, Mass., home.

Gardner A. Browning, Sr., veteran New Hampshire projectionist, died at Manchester, N. H.

James J. Chakeres, 81, who operated the Nickelodeon, first movie house in Columbus, Ohio, died in Columbus after a long illness. Surviving are a son and two daughters.

Morris Pologe, father of **Ruth Pologe,** American International Pictures' east coast publicity director, died of a heart attack.

Urey K. Rice, 69, who spent 51 years in the theatre business, died at Winston-Salem, N. C. He had managed theatres in Columbus, Ohio, and in Winston-Salem since 1922, being with North Carolina Theatres, Inc., since 1929. He was manager of the Carolina until he retired in 1958 due to ill health. Surviving are a son, a brother, and two sisters.

Mrs. Anna Welch, mother of **George Welch,** manager, Comerford Drive-In, Dupont, Pa., died.

Fox Earnings Up

NEW YORK—Darryl F. Zanuck, president, 20th Century-Fox, reported that net earnings of the company for the first six months of 1965, ended June 26, amounted to $5,811,000, equal to $2.07 a share on 2,809,739 shares now outstanding. Net earnings of the corporation in the second quarter were $2,912,000 equal to $1.04 a share.

Adjusted net earnings for the first half of 1964 totaled $3,897,000 or $1.37 a share.

In the first half of 1965, film rentals from feature pictures, including television and film series produced specifically for television, increased to $60,469,000 from $44,891,000 in 1964, and total income increased to $64,160,000 from $46,914,000.

The picture which made the greatest contribution to theatrical film income for the first six months was "The Sound of Music."

FORMS FOR THIS PAGE CLOSED AT 5 P.M. ON MON., AUG. 23

Velde Hopes To End Blind Bids On Films

HOLLYWOOD—During the hearings before Federal Judge Edmund L. Palmieri, of New York, on the petition of National General Corporation to acquire a theatre in Salt Lake City, United Artists general sales manager James R. Velde said that UA will discontinue blind bidding on "an experimental basis" from Sept. 1 to the end of the year, and that he "hopes and desires to continue this policy."

Paramount had previously announced that it would not blind-bid pictures in 1966.

Velde said that with few exceptions (only four films), UA had not entertained blind bidding in the Salt Lake area since 1964. He added that blind bidding is sometimes necessary because of contingencies of time, and maintained that "the situation determines blind bidding." However, he described such policy as dangerous and said that UA will be glad to put an end to it. He added, though, that the policy of other studios on such bidding will be a factor in UA's future decision on marketing practices.

Bert Pirosh, film buyer for Pacific Drive-In's chain of about 100 situations, testified that he had no "confidential" information on any film before bidding on it. Distributors, he felt, should screen their product for exhibitors before asking bids, but such viewings aren't always foolproof when it comes to making a licensing decision. He admitted that many a quality picture fails at the boxoffice.

E-K To Sponsor "Oscar"

ROCHESTER, N. Y.—Eastman Kodak Company will be sole sponsor of the Motion Picture Academy Awards to be telecast live on ABC, in color, Monday, April 18, 1966, from 10-12 p.m. New York time.

A. Dexter Johnson, Kodak's director of advertising, said, "This is a natural association in view of Eastman Kodak's involvement and interest in the technical development of the motion picture industry, since its inception.

"Photography has a vital and dynamic role in communications—not only in the entertainment field—but in a wide range of activities, science, medicine, technology, even in the outermost distances of space.

"Photography is, in a sense, a totally universal language and the sponsorship of the highly popular Academy Awards event will enable us to reach a large audience of our customers in many fields of photographic achievement," he said.

The live color telecast will originate in the Santa Monica Civic Auditorium.

BROADWAY GROSSES

Rain Spurs Theatregoing

NEW YORK—Business in the Broadway first runs with all hold-over product continued okay, with week-end rain spurring attendance.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

"THE SANDPIPER" (MGM). Radio City Music Hall, with stage show, reported $112,300 for Thursday through Sunday, with the sixth week sure of $190,000.

"THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES" (20th-Fox). DeMille claimed a 10th week of $42,000.

"THE SOUND OF MUSIC" (20th-Fox). Rivoli reported the 25th week was $58,000.

"THE HALLELUJAH TRAIL" (UA). Loew's Capitol, on roadshow policy, did $19,000 on the eighth week.

"VON RYAN'S EXPRESS" (20th-Fox). Loew's State claimed a ninth and final week of $22,000.

"WHAT'S NEW PUSSYCAT?" (UA). Astor reported a ninth week of $19,000.

"SHIP OF FOOLS" (Columbia). Victoria had $37,000 for the fourth week.

"MY FAIR LADY" (Warners). Criterion, with hard ticket policy, reported $62,000 for the 44th week.

"THE GREATEST STORY EVER TOLD" (UA). Warner Cinerama claimed a 27th reserved seat session of $26,256.

Exhib Aids Bi-Partisanship

MERRICK, L. I., N. Y.—The Merrick, bipartisan cinema located here, celebrated its third anniversary with a champagne and theatre party yesterday (Aug. 24).

It has always been customary to have one prominent civic leader cut the huge birthday cake—but this year, the Merrick had three important Town of Hempstead citizens perform this duty.

Ralph Caso, Republican presiding supervisor of the Town of Hempstead, was present, and his Democratic opponent, Jerome McDougal, the current Assemblyman of the 2nd District in Nassau, also attended. Walter Brecher, Democrat and a well known New York theatre owner, who is running for the office of councilman for Town of Hempstead, also participated in this bi-partisan anniversary celebration.

Pay-TV Ruling Speeded

SACRAMENTO, CALIF.—In an action that will save the litigants a considerable period of time in bringing the state's pay television controversy to its conclusion, Chief Justice Roger J. Traynor, California Supreme Court, has announced that the court will retain direct jurisdiction of the appeal in Weaver versus Jordan.

In this case, Judge Irving Perluss of the Superior Court in Sacramento County had ruled that Proposition 15, which purportedly outlawed pay-tv in California, was unconstitutional.

Indecision Stifles Museum Fund

Millions Pledged Provided Construction Is Underway; Some Would Like To See Industry Go It Alone

By **MARK GIBBONS**

(Second article in a Hollywood Museum series)

Model of the proposed Hollywood Museum, as designed by William L. Pereira & Associates.

HOLLYWOOD—The concept was monumental, and in stature it called for all the superlatives that any Hollywood press agent could cook up. A Hollywood museum! They were off and running, the flak experts, that is, when ground was broken Oct. 20, 1963, for the structure that still hasn't been built. The promo boys did their best to excite not only southern California but the entire nation . . . and since then have gradually learned to find excuses for the most scoffed at and mocked, maligned and misunderstood civic project in Hollywood's history.

In spite of all the criticism leveled at it, the misconceptions, its use as a football for some small fry politicians, the distorted image in the eyes of the public, there never has been genuine opposition to the basic idea of the museum. Contrariwise, its severest critics seem to be firmly convinced it should be built, just as its supporters insist it will. Two vigorous supporters of Sol Lesser, the non-profit organization's president who toils without pay, are Julian Myers, head of a prominent Beverly Hills advertising and publicity corporation, and Edmond L. DePatie, Warner Bros. vice-president. Myers is a member of the museum's public relations committee; DePatie is the museum's finance chairman.

Myers has suggested that instead of looking to the county to finance the project, Hollywood stage a series of special premieres and other grand-scale entertainments to raise funds.

"Today there is a greater need for the museum than ever before," Myers told MOTION PICTURE EXHIBITOR, "because of the volume and pace of activity in our industry. Today's new development is yesterday's history, but who is keeping track? Where can the student or research-minded professional go to see and examine the countless things that brought motion pictures, television, radio, and recording to where they are now? The museum would be a living shrine, with young and old participating from every part of the amazing, imaginative machine that is Hollywood. Members of the industry should be "in attendance" at the museum, available to discuss their specialties with worthwhile knowledge seekers.

"Lectures, screenings, discussions, forums, demonstrations, exhibitions, publications, surveys—all these and more should be part of the life blood of our museum."

Just as money is supposed to be the root of all evil—to invoke a hackneyed saying—so it is the folding green that is lacking in the museum's delay of construction. Roy Hoover, who was the county's guiding light in the building of the fabulous Music Center and the Art Museum, says:

"If Sol Lesser and his associates had raised the $3 million we expected them to have at the time for construction to begin, the building would be rising now. But . . . the money wasn't there."

This statement bewildered Lesser, who said: "The county was supposed to build the building. We have nothing to do with it."

Lesser can produce pledges from various sources totaling more than $5 million *but dependent on the project being underway!* And still the small fry politicians and other critics insist on blaming the movie industry for the museum's impasse.

Museum finance chairman DePatie sheds further light on the financial stalemate. Charging "unfair conclusions" may be drawn from the recent county auditor's report on the financing, the Warner Bros. veep said:

"References to $1,271,554 in taxpayers' money being spent on the project should also make it clear that all those funds spent for architects' fees, land acquisition, and site development were spent directly by the county, and not through the Hollywood Museum Corporation. The only money paid to the museum by the county was the reimbursement of $148,349.09 for salaries and expenses."

DePatie said that since July, 1960, the museum itself has received and spent $780,000 *contributed by private donors,* and he added the county auditor's report gave "the impression that the motion picture, television, radio, and recording industries are not doing their share in bringing a great communications

(*Continued on page* 15)

It Took A Law, But Writers Prove They're Employees, Not Contractors

LOS ANGELES—When Gov. Edmund G. Brown signed into law Senate Bill 1092 on July 17, he removed the threat to the Writers Guild of America's more than 2,500 members of being deprived of their unemployment insurance. The California Unemployment Insurance Appeals Board had ruled that freelance writers are independent contractors, but the bill nullified that ruling.

When, on May 20, 1965, the CUIAB rendered its decision holding that freelance writers employed by Lassie Television, Inc., and Filmaster ("Death Valley Days") were independent contractors rather than employees entitled to all benefits as such, WGAw was faced with two alternatives: to accept the decision and face the dismal consequences, or to get legislation enacted to protect what the guild felt was its earned heritage.

What happened next was akin to a chase sequence that might have been dreamed up by a put-upon script writer.

The calendar revealed the state legislature had only three weeks left in which to finish the bill-choked session. Nonetheless, the WGAw staff—executive director Michael Franklin, assistant executive director Gary Ellingsworth, and guild counsel Paul Selvin—immediately moved on several fronts.

Contact was made with Sen. Thomas M. Rees (D-Los Angeles County).

Ellingsworth registered as a lobbyist so that he could in fact work in Sacramento on the guild's behalf.

Franklin, Selvin, and Ellingsworth, constantly shuttling on airplanes between Los Angeles and the state's capitol, working with Ree's office and others from both labor and employer groups, got a bill written which Rees presented to the Senate Insurance and Financial Institutions committee. After a few heart-stopping cliff-hangers, it moved and was brought to the Senate floor. It passed.

Rees followed through by next presenting Senate Bill 1092 to the Assembly Finance and Insurance committee. It passed. Assemblyman Anthony Beilenson (D-Beverly Hills) then picked up the ball and carried it to the Assembly floor. It passed—just two days before the end of the session. All that remained for the fade-out scene was the governor's signature.

San Francisco Prepares Non-Competitive Festival

SAN FRANCISCO—The Ninth San Francisco International Film Festival will be held Oct. 21-31 in the Masonic Auditorium. It is sponsored by the citizens of San Francisco through the Cultural Arts Foundation of their Chamber of Commerce. The Festival is organized to demonstrate, through the exhibition of outstanding motion pictures, the development of cinematic art in different countries, to contribute to the knowledge of film production, and to reveal styles and trends in the field of film making.

The Masonic Auditorium, located atop Nob Hill, will house this year's Festival activities and events. Melvin Swig, Festival general chairman, calls the new site "a sparkling addition which provides superb facilities for all phases of activity."

A major change in format—to improve the caliber of films programmed into the Festival —was announced in June. An agreement reached between the Festival board and film producers' associations makes this year's event non-competitive for feature films. This change means there will be no jury to judge one director against another.

A worldwide television program competition will be held for the first time this year in conjunction with the Festival. The competition will be conducted concurrently with the motion picture festival, but with a separate and distinct panel of judges.

Claude Jarman, chairman of public relations for the Festival, announced that speakers are available to clubs and organizations to explain the objectives of the Festival and to give information on the various activities allied with it.

Goldstone Goes Indie

NEW YORK—Harry Goldstone announced the formation of Goldstone Flm Enterprises, Inc., a theatrical distribution company established to sell films on a national basis. Goldstone recently resigned as general sales manager of Seven Arts Pictures to form the new company.

Goldstone Film Enterprises begins operations with six feature pictures. To supplement his current program, Goldstone stated that he is in the process of making distribution deals with independent producers.

Ramparts' Attack On Legion, Code Draws Fire From Catholics, MPAA

NEW YORK—Following publication in the September issue of Ramparts magazine of an article entitled "The Legion of Decency—What's Nude?" and a supporting editorial called "The Lesion of Decency"—strong reactions were evoked from the Roman Catholics' Legion of Decency, the Catholic press, and the Motion Picture Association of America.

The scathing attack on both the Motion Picture Production Code's Seal of Approval and the Legion rating policies, written by Rampart staff writer Judy Stone, was evidently triggered by the handling of Landau's "The Pawnbroker" by both organizations.

Climaxed by an anonymous appeal for suit against the Legion for restraint of trade under existing anti-trust laws, the article, and a supporting editorial backed strongly by the magazine's associate publisher and executive editor Warren Hinckle III, received prominent attention from the press.

Hinckle, in a statement issued here, also charged that the MPAA and Legion have been holding negotiations regarding "some sort of solution" to the problem of film classification.

A spokesman for the MPAA said the idea that it was negotiating with the Legion on a classification program "just isn't so." He also said that the Legion would not be wanted as a partner on any forthcoming revision of the Production Code.

Hinckle, at a press conference called here, also restated that he saw merit in the suit proposed by "a prominent Hollywood movie director" in the article.

He also expressed concern at the press conference over the condemnation of "The Pawnbroker," saying, "We (Ramparts) feel the Legion in condemning (the picture) has abdicated its responsibility as a group that is supposed to be dedicated to responsible criticism." He said that the ruling was a "horrendous mistake."

He also reiterated the editorial's position that the Legion, via its boycott threat, could unjustly affect the content and economic course of films for not only the Roman Catholic community but others of different religious persuasions.

He said he would be interested in hearing a parade of theologians explaining just what the theological basis for the Legion was.

Paul N. Lazarus, Jr., Landau partner, said that his company had not lost any bookings on the film due to the "C" rating on "The Pawnbroker."

The article was discussed in America, a Jesuit publication, and received mention on television and radio programs in both New York and Chicago.

Kinser To Trans-Texas

DALLAS—Earl Podolnick, president of Trans-Texas Theatres, Inc., announced the appointment of Bob Kinser as assistant to Dick Empey, advertising and publicity director for the circuit.

Kinser was previously affiliated with the advertising department of The Dallas Morning News for three years and prior to coming to Trans-Texas Theatres worked as assistant advertising and publicity manager for eight years for Interstate Theatre Circuit in Dallas.

MGM Appoints McGrath To Exhib Relations Post

NEW YORK—David J. McGrath has been appointed Metro-Goldwyn-Mayer exhibitor relations promotion representative, it was announced by Dan S. Terrell, executive director of advertising, publicity and promotion. McGrath previously handled various special assignments in the MGM promotion department.

McGrath will be a special contact for individual exhibitors and circuits throughout the country. His activities will be coordinated with those of Andrew Sullivan, MGM exploitation director, who supervises the staff of field press representatives and the development of promotion campaigns throughout the country.

"I am confident," said Terell, "that the establishment of this new post will be of great benefit in further strengthening our relations with exhibitors, and also in promoting new areas of mutual cooperation."

Tent 35 Fetes Goldenson

NEW YORK—Leonard H. Goldenson, president of American Broadcasting Company, and the Cerebral Palsy Association will be honored for both achievements at the forthcoming general membership luncheon to be held at the Hotel Astor by the New York Variety Club, Tent 35, on Aug. 31, according to an announcement by chief barker Jack H. Levin.

Goldenson has been selected for honors by the show business charity organization for his record of great achievement in the field of human compassion and especially for his work in the area of child assistance, according to Levin.

The Cerebral Palsy Association will be presented with a Variety Sunshine Coach, valued at $10,000 by the Club. It was donated to the Variety Tent by producer-distributor Eliot Hyman.

Si Seadler is luncheon chairman.

Seen on set of "The Oscar" at Paramount Studios are, left to right, Stephen Boyd, cast member; visitor Stanley Baker, working on Para's "Sands of Kalahari"; Joseph E. Levine, producer; Tony Bennett, making film debut in the picture; director Russell Rouse; and producer C. Green.

Allied, Universal Work To Clarify Terms Of New License Agreement

DETROIT—Kiddie matinees, closed circuit television, special midnight shows, and film study programs are prohibited during the run of a Universal percentage picture unless the exhibitor specifically provides for them in the Schedule of the License Agreement at the time of contract application.

This is only one of many innovations in Universal's recently revised Standard Form License Agreement (Form E-5). Universal vice-president and general sales manager Hi Martin furnished Allied president Jack Armstrong with an advance copy of the revised contract form last month, and the new provisions have since been under careful analysis by the Allied leaders and counsel.

Martin has assured Allied's Milt London that no changes in sales policies or procedures are intended by the new contract provisions. Martin described the purpose of the revisions as "clarification rather than change of intent."

However, Martin has made it clear and definite that Universal does not intend to permit any special shows to interrupt the run of a Universal percentage engagement unless specifically provided for in the contract application.

The following is the provision which has been added to Article First of the License Agreement:

"Unless otherwise provided in the Schedule, Exhibitor agrees to exhibit each percentage picture licensed hereunder at least once on each program shown at the theatre on each day of the License Period of said picture."

The penalty for violation of this provision by the exhibitor is that Universal can demand payment of full percentage on the gross receipts of any special shows for which permission has not been requested and granted.

Allied therefore cautions every film buyer and exhibitor to make certain that he provides for all special shows at the time of contract application. Two courses of action are suggested:

1. Draw a line through the above quoted sentence in Article First of the Universal License Agreement and place your initials in the margin. This must be done on all copies at the time that you sign them and before they are returned to Universal for approval.
2. Have an inexpensive hand stamp made and be certain to stamp the Schedule of all copies of the License Agreement before they are returned to Universal for approval. For example, the stamp could state: "This feature will not be exhibited during special kiddie matinees."

Allied executive director London commented: "I am confident that there is no intent by Universal to require a theatre to discontinue special kiddie matinees or film study programs. I doubt if the occasion will ever arise, but should the exhibitor be denied permission for special kiddie matinees or should the exhibitor be required to run an unsuitable feature during a kiddie matinee, the National Allied office should be notified immediately."

Among the other significant provisions which have been added to the Standard Form License Agreement by Universal are:

"REVIEW: There shall be no Review of the terms of film rental of any picture unless and only to the extent expressly provided in the Schedule. Distributor shall not be required to make any Review provided for in the Schedule until the film rental is paid in full according to the original terms; and in any such Review, the final terms shall be finally fixed in the sole discretion of the Distributor acting in good faith."

ARTICLE THIRTEENTH: "No evidence of any alleged course of dealing or usage of the trade shall be considered in determining the meaning of or to explain or supplement or qualify any unambiguous provision of this writing."

Allied has informed Universal that it takes exception to alleged inequities in the revised Standard Form License Agreement which it believes unfairly favor the distributor and discriminate against the legal rights of the exhibitor. For example:

ARTICLE NINTH-C: "In the case of a percentage picture which the Exhibitor has failed to play, the gross receipts upon which film rental shall be calculated shall be deemed to be not less than the total gross receipts of the theatre for any and all attractions played on the Play Date of said percentage picture."

However, ARTICLE NINTH-A states that if the Distributor fails to furnish a print of the motion picture on the Play Date licensed, the damages for which the Distributor shall be liable to the Exhibitor "shall not include any part of the cost of any substitute attraction."

Clarification of the intent and implications of these provisions is presently under discussion by Allied's counsel and Universal's legal department, and it was later announced that the latter provision (Article Ninth-A) had been modified.

IFIDA Urges Gov. Scranton To Oppose Penna. Censorship

NEW YORK—Michael F. Mayer, executive director of IFIDA, released a copy of a telegram sent to Governor William Scranton of Pennsylvania attacking Pennsylvania's proposed new censorship legislation as unconstitutional and contrary to the Bill of Rights.

Mayer urged Governor Scranton to oppose this legislation as a restriction on the right of a free screen and an initial step toward a controlled press.

TOA Hosting CEA's Wood

NEW YORK—It was reported here that John F. Wood, president, Cinematograph Exhibitors' Association of Great Britain and Ireland, would address the coming convention of Theatre Owners of America, meeting this year at the Ambassador Hotel, Los Angeles, Oct. 28-30.

Wood is also expected to attend the pre-convention board meeting of TOA, scheduled for Oct. 27, as an invited guest of the organization's directors. The English exhib, son of pioneer showman J. F. Wood, assumed control of Bedford Cinemas and Abbey Cinemas following his father's death in 1955. He is credited with opening the first Cinerama house in the U.K. in Liverpool last year.

Anti-Trust Attorney Raps Blind Bidding At Hearing

LOS ANGELES—Maurice Silverman, Federal attorney representing the Justice Department's anti-trust division, told a group attending hearings here before New York Federal Court Judge Edmund L. Palmieri that blind bidding practices had increased.

Judge Palmieri is now hearing a case involving a petition by National General Corp., required by consent decrees to seek Federal approval for adding to its theatre holdings, to purchase a Salt Lake City theatre.

Against the NGC petition is Robert Benton, general manager of SERO Amusement, which operates eight theatres in the Salt Lake City area. Controversy has developed over Benton's charges that NGC's size and influence give it an unfair advantage in competing for product, notably when blind bids are required by distributors.

In line with an earlier case wherein a Philadelphia theatreman argued that a competitor had been able to screen a major's feature on the coast while he had to bid on a no-look basis, Benton said preferential treatment of circuit interests could ruin an independent under current sales policies.

Attorney Silverman, whose statement opened the hearings here, also said that the practice of blind bidding could place the small exhibitor at a disadvantage, while helping a mediocre picture get playdates which, under a screen first policy, it would lose.

If the small independent guesses wrong, he said, the mistake could put him out of business while a circuit could easily absorb the losses of a single picture. Silverman said that while Salt Lake City theatremen have no chance to see all the new films, NGC does.

Seymour Simon, attorney representing National General, countered by disclaiming the alleged monopoly on product knowledge, saying that advance screenings are open affairs, and exhibitors operating in Salt Lake City often attend sneaks held elsewhere. "National General," he said, "does not attempt to sustain blind bidding as a good practice. We have no control over it and would prefer to see all films before buying."

Also heard was Leonard Kaufman, general counsel for Paramount Pictures. When questioned by Judge Palmieri on company policy regarding the viewing of rushes, rough cuts, or sneaks, Kaufman maintained that the company does not permit exhibitors to attend and offers buyers and exhibitors the opportunity to view product at branches.

Kaufman conceded that Paramount did, on occasion, require blind bids. "It is difficult," he said, "to have pictures completed far enough in advance for exhibitors to bid on specific prime playdates." He said that exhibitors profit also from this by not being "locked out" of prime playing time.

On the second day of hearings, Warner Bros. production executive Walter McEwen and Stanley Hough, executive production manager for 20th-Fox, maintained that exhibitors were excluded from the viewing of rushes, rough cuts, or finished prints before bidding opened.

Film buyers were given no advantages by the studios, they said. Under questioning by Silverman, however, Hough said that an exception had been made when Dan Polier, film buyer for NGC, had viewed a rough of "Von Ryan's Express" after Polier had expressed concern over a similarity of themes between it and "The Train," then playing NGC's Chinese, Hollywood.

N.Y. Festival Lures New Entries For 25-Film International Field

NEW YORK—The program for Lincoln Center's Third New York Film Festival, to be held Sept. 7 through 18 at Philharmonic Hall, neared completion with the addition of nine choices, it was announced by program director Richard Roud.

The latest selections for the non-competitive Festival, in which 25 feature films will be exhibited to a nightly audience of 2,500, are: "Red Beard," by Akira Kurosawa; "Gertrud," by Carl Th. Dreyer; "The Koumiko Mystery," by Chris Marker; "Identification Marks: None," by Jerzy Skolimowski; "Between Two Worlds," by Marco Bellocchio; "Unreconciled," by Jean-Marie Straub; "Camille Without Camellias," by Michaelangelo Antonioni; "Knave of Hearts," by Rene Clement; and the original "Of Human Bondage," by John Cromwell.

Two most recent works by celebrated directors are "Red Beard" and "Gertrud."

"Red Beard," Akira Kurosawa's film which was awarded the Special Jury Prize at the recent Moscow Film Festival, once again teams director Kurosawa with his repertory troupe, led by Japan's leading international actor, Toshiro Mifune.

"Gertrud," a film by 67-year-old Danish director Carl Th. Dreyer, master of cinema for near a half-century, has as its theme the tragedy of perfect love.

Four new films, representing the new generation of film makers who have recorded their impressions of contemporary life, are "The Koumiko Mystery," "Identification Marks: None," "Between Two Worlds," and "Unreconciled."

Three important films to be presented as Retrospective Events are "Camille Without Camillias," "Knave of Hearts," and "Of Human Bondage."

"Of Human Bondage" by John Cromwell serves as a star vehicle for Bette Davis, who portrays Mildred, W. Somerset Maugham's vicious waitress, in the bravura style which launched a young contract player on the phenomenal career she has since enjoyed. The print to be shown at the New York Film Festival is the only 35mm print in existence; it is from the personal collection of Miss Davis. Commitments permitting, the actress —ably supported in her first truly important role by English actor Leslie Howard—will present the film in person, along with a selection of excerpts she has chosen from her film work.

Films previously announced by Festival director Amos Vogel are Jean-Luc Godard's "Alphaville" and "Le Petit Soldat"; Satyajit Ray's "Charulata"; Georges Franju's "Thomas The Imposter"; Jerzy Skolimowski's "Walkover"; Milos Forman's "Black Peter" (earlier titled "Peter and Paula"); Jan Kadar and Elmar Klos' "The Shop on High Street"; the six-part sketch feature, "Six in Paris"; Louis Feuillade's "Les Vampires"; Erich von Stroheim's "The Wedding March"; James Ivory's "Shakespeare-Wallah"; and Arthur Penn's "Mickey One."

Haughton Joins DGA

HOLLYWOOD—Appointment of William B. Haughton as president counsel of Directors Guild of America was announced by George Sidney, president of the Guild.

Jack L. Warner, presidetn of Warner Bros. Pictures, Inc. holds plaque presented to him by officers of the Hollywood Foreign Press Association for good relations with the press of the world.

Lefko Named Chairman Of O'Brien Pioneer Fete

NEW YORK—Morris Lefko, Metro-Goldwyn-Mayer vice president and general sales manager, has been named chairman of the dinner committee for the 27th anniversary dinner of the Motion Picture Pioneers honoring Robert H. O'Brien, president of MGM, as Pioneer of the Year. This announcement was made by William J. Heineman, president of the Pioneer's organization. The gala dinner will be held at the Hotel Americana in New York, on Monday, Nov. 22.

The annual dinner will be attended by scores of motion picture executives and personalities from the film centers throughout the world as a tribute to O'Brien. In addition, the annual raffle, which is held in conjunction with the dinner, will feature the most impressive line-up of prizes offered in the history of the Pioneer dinners.

Lefko later announced that Robert Weitman, MGM vice-president and studio head, and Clark Ramsay, executive assistant to the president in charge of market research, will serve as co-chairman of the planning committee for the dinner.

Marvin Kirsch, vice-president of the Motion Picture Pioneers, and Herman L. Ripps and Louis Formato, MGM assistant general sales managers, have been appointed co-chairmen of the dinner committee.

Lazarus Rejoins Insurance Firm

NEW YORK—Ted R. Lazarus has resigned as vice-president in charge of entertainment accounts as the Frank B. Sawdon Agency in order to resume his career in the sale and servicing of life insurance.

After many years as a motion picture advertising executive, he first entered the life insurance field in 1958 with the Josephson Agency of the Connecticut Mutual Life Insurance Company, earning the coveted Chartered Life Underwriter designation in 1961.

He left the insurance profession temporarily in 1964 to join Paramount Pictures as their advertising manager. He is now rejoining the Josephson Agency.

T-L Revenues Steady; Financial Position Strong

NEW YORK— Gross revenues from both Trans-Lux Corporation's communications services and entertainment activities for the six months ended June 30 continued at the level of a year earlier, Percival. E. Furber, chairman, said in his report to stockholders.

Net income, after taxes, for the first half of 1965 amounted to $265,489, including $12,379 from the sale of property, and was equivalent to 37 cents per share on the 718,037 shares of common stock currently outstanding. For the corresponding 1964 period, net earnings were $269,678, or 38 cents per share, calculated on the same number of shares. Furber noted that earnings for the 1965 period were after charges for amortization and depreciation of $501,252, as against charges of $302,745 for the previous year's first six months.

The company continues in its strong position, Furber told stockholders, with consolidated net working capital amounting to $3,014,266 as of June 30, 1965. Including cash of $1,248,698, current assets of $3,724,050 were 5.2 times current liabilities of $709,784. In July, subsequent to the close of the quarter, he said, the company repaid $500,000 of the $1,500,000 that had been borrowed under a $2,500,000 revolving credit agreement, thereby reducing the amount currently outstanding to $1,000,000.

Late in July, Furber reported, the company signed a contract with Recognition Equipment, Inc., Dallas, for the further development and production for Trans-Lux of a compact version of an electronic stock quotation device for use in brokerage offices, employing traveling luminescent symbols with characteristics similar to the large flowing 45-foot display developed by Recognition Equipment and now operating on the floor of the New York Stock Exchange. Furber said the device uses jets of air, electronically controlled and regulated by a built-in programming computer, to reverse selected small discs to create letters, numerals and full fractions which are lighted by "black light" to produce extremely high visibility and ease of reading.

Trans-Lux and Recognition engineers, Furber said, estimate that the device can be produced at a price which would permit the company to lease it to brokers, including service, at a cost comparable to that charged for the present system, of which Trans-Lux projectors are a part, and that charged by competitors. Plans call for the completion of a prototype model early in 1966, following which units will be produced and installed in brokerage offices as soon as praticable. The potentialities inherent in the device, he said, appear to be substantial for the intermediate and longer range future.

Furber also reported that the company is in the process of concluding a lease for the Trans-Lux Harrisburg Theatre, to be constructed for Trans-Lux in the Colonial Park Shopping Center, Harrisburg, Pa., and that negotiations are currently under way with regard to locations in other shopping centers.

"Kelly" Crew To La.

HOLLYWOOD—Producer Sol C. Siegel and William Holden flew out and Richard Widmark took the train for Baton Rouge, La., where they will join director Edward Dmytryk in final preparations for the start of location filming in color of "Alvarez Kelly," Columbia release.

AVAILABLE FOR SALE ONLY TO SUBSCRIBERS •

PLUS SERVICE **No. 1**

THE SERVICE-KIT

—a streamlined system for BUYING, BOOKING and CONTRACT CONTROL

SERVICE KIT
THE EXHIBITOR

STIFF-BACKED 3-RING BINDERS AVAILABLE. See No. 11a & b

● Arranged and assembled for insertion in any standard 9 x 12 inch ring binder or ring-equipped brief case are the following forms:

1. **A 52 week supply of large, modern BOOKING SHEETS (9 x 12 inches)**
2. **10 pages of AVAILABILITY and PLAY-OFF WORK SHEETS (9 x 12 inches)**
3. **10 sheets of PERFORMANCE RECORD and CUT-OFF SHEETS (9 x 12 inches)**
4. **A permanent EQUIPMENT RECORD**
5. **An 18-month BOOKING CALENDAR**
6. **A special PERPETUAL CLEARANCE CHART and many other helpful forms all properly indexed.**

● After the first year, additional sets of any particular FORM can be purchased separately; any back REVIEW SECTION for 5c; and any DIVIDER INDEX for 20c.

Price: $1.30 per set

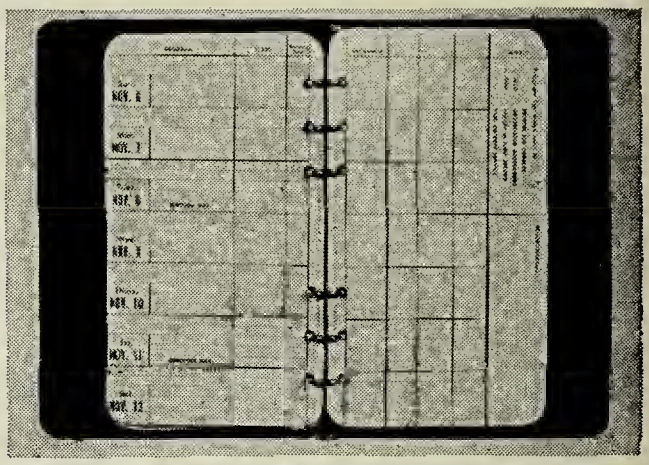
PLUS SERVICE **No. 4**

THE NEW *"Pocket-Size"* DATE BOOK

—latest innovation in the field of small booking records.

● This new design has proved so far superior to anything previously developed in its field that it has taken the industry—whether independent owner or circuit manager—by storm.

(a) 5 lines of booking space were gained by taking full advantage of the 3¾x6¾ inch page area. (b) Weekly activities not bothered with until the complete week is booked, are kept separate and distinct. (c) Spaces are allowed for cast, gross, weather, etc., as desired. (d) All dates, days of the week, and holidays are clearly printed.



Dated forms for ONE FULL YEAR are printed to start with each JULY 1st.

Price: $1.00 per yearly set

SOFT-BACKED 6-RING LEATHERETTE BINDERS ARE AVAILABLE. See No. 11c

PLUS SERVICE **No. 2**

PROGRAM and RUNNING-TIME Schedules

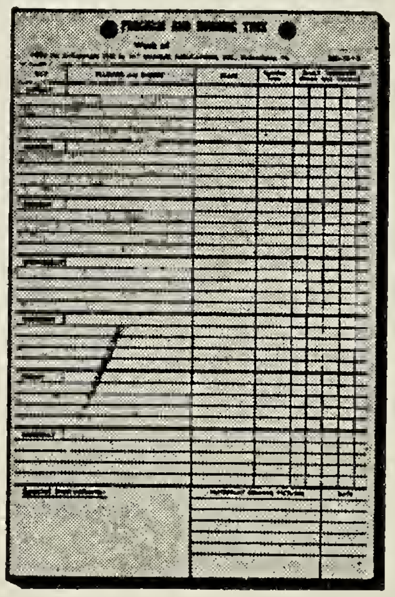
—a basic weekly form to replace the scribbled note or tissue carbon.

● These forms are prepared for convenience in disseminating accurate information to the key members of a theatre staff so that they may answer intelligently the patron questions most frequently asked; or so that they can cue and time their show. 50 sheets to each pad.

● Daily turnover running time can be easily computed from the running times of the individual subjects that make up the bill.

● One copy each week: (1) on your desk, (2) to your cashier, (3) to your doorman, (4) to your projectionist, and (5) to your head usher or floor supervisor will be sufficient to keep uniform information throughout the theatre.

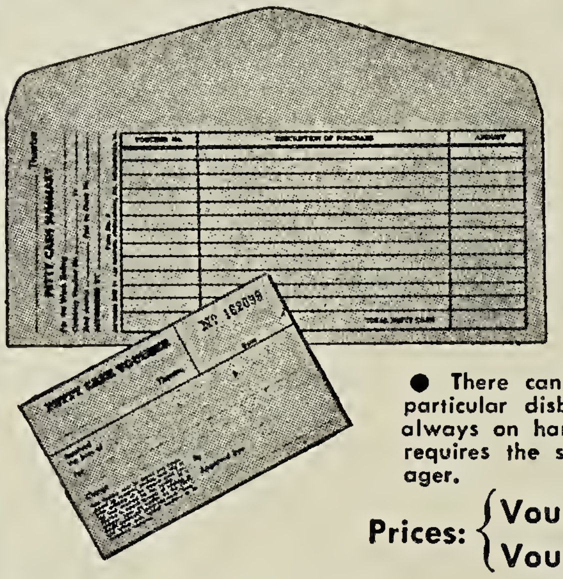
Price: 30c per pad


PROGRAM AND RUNNING TIME

PLUS SERVICE **No. 5**

Weekly PETTY CASH SYSTEM

—designed for simplicity and quick theatre reference.



● These specially designed 3 x 5 inch Petty Cash Slips require a counter signature of approval and are numbered consecutively so that accurate records can be kept of each individual expenditure. There are 100 slips to each pad.

● The specially designed envelopes are for use only once each week in listing each individual slip and computing the weekly total expended. All slips listed on a particular envelope should then be inserted in it for safekeeping; and the envelope filed for future reference.

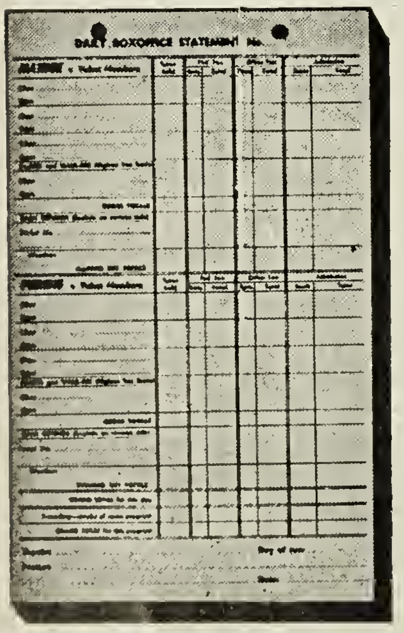
● There can never be any later question of a particular disbursement, for the actual receipt is always on hand and easily located. Each voucher requires the signature of the owner or the manager.

Prices: Voucher Pads............30c each
Voucher Envelopes—50 for 65c

PLUS SERVICE **No. 3**

Daily BOXOFFICE STATEMENTS

—all embracing memoranda of the complete cash control system.


DAILY BOXOFFICE STATEMENT No.

● Printed on both sides so that complete factual totals for one day can be kept on one 5½ x 9 inch sheet, each itemizes:

1. OPENING AND CLOSING TICKET NUMBERS
2. PASS AND WALK-IN TICKET NUMBERS
3. CASH TOTALS AND REFUNDS
4. TAX TOTALS
5. PROGRAM, WEATHER, AND OPPOSITION
6. SPACES FOR HOURLY TOTALS
7. MISCELLANEOUS INCOME AND DEPOSITS

● Made up in pads of 50 per pad, each sheet is punched for saving in a standard ring binder with the date at the lower right corner for quick reference when filed.

● Where accuracy counts for current income and future bookkeeping, the Box Office Statement is a diary of theatre operation.

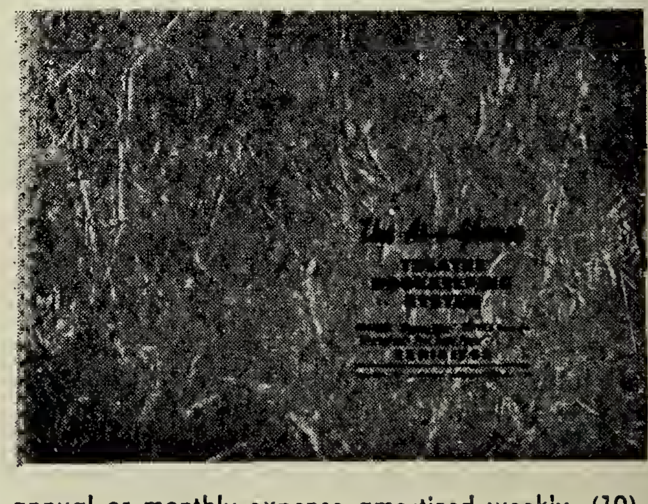
Price: 30c per pad

PLUS SERVICE **No. 6**

THE *"At-a-Glance"* BOOKKEEPING BOOK

—specially designed by a leading theatre specializing C.P.A. authority.

● This extremely simple system has been constantly revised to meet each tax or other changing requirement of the theatre man. Its 9 x 12 inch pages provide for: (1) daily ticket record, (2) tax collected daily, (3) daily gross, (4) pass and walk-in records, (5) weather and opposition, (6) daily show cast, (7) weekly income from vending machines, etc., (8) weekly gross, (9) weekly fixed expenses, payroll, and annual or monthly expense amortized weekly, (10) weekly profit or loss statement, (11) profit or loss for the year to date, etc.



Price: $1.75 per book (Sufficient for 52 weeks).

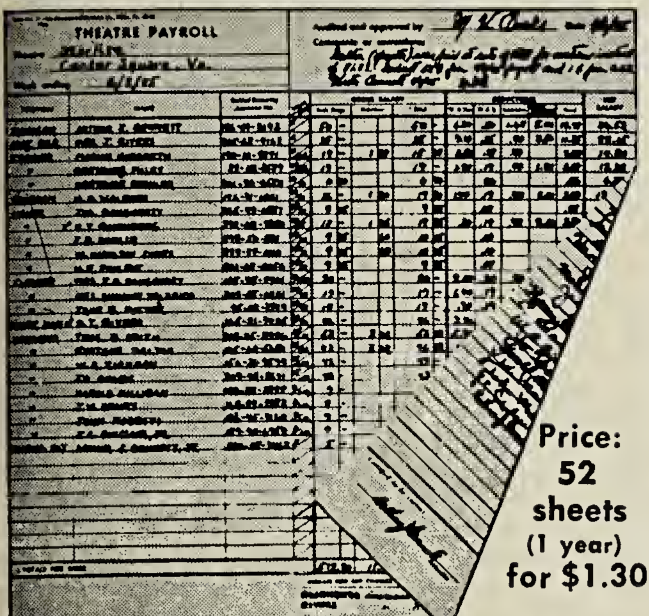
DESIGNED . . . PRODUCED . . . WAREHOUSED . . . and DELIVERED . . .
restricted to current THEATRE SUBSCRIBERS ONLY! Sample sheets

• TIME TESTED FORMS and SYSTEMS:

PLUS SERVICE **No. 7**

Weekly PAYROLL FORMS

—for use whenever employees are paid in cash for salary or overtime.


THEATRE PAYROLL

Price: 52 sheets (1 year) for $1.30

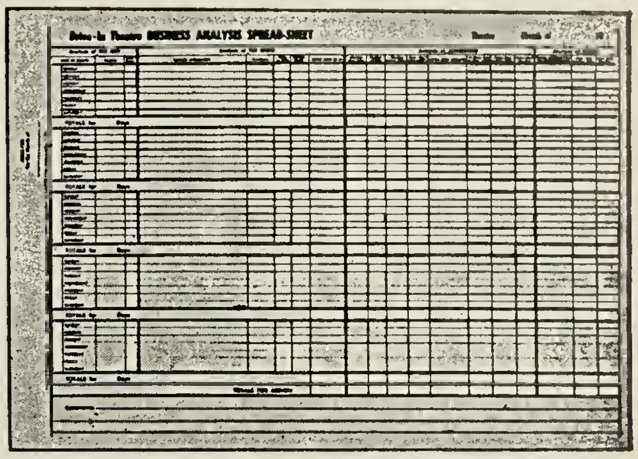
● This is the system that resulted from a contrast of the Payroll Forms used by all major theatre circuits.

● Designed to be filed in the ordinary letterhead size cabinet (8½ x 11 inches) this form provides a permanent weekly record of the individual name, social security number, rate of pay, overtime pay, reasons for overtime, and deductions for all purposes. It also provides gross weekly totals of salaries, deductions, raises, etc. One of the most important features is an individual signed receipt by each employee, without their being able to see what any other employee has earned.

PLUS SERVICE **No. 9A**

Monthly *Drive-In* BUSINESS ANALYSIS

—a contrast study of ALL Outdoor Theatre income and film costs.


Drive-In Theatre BUSINESS ANALYSIS SPREAD-SHEET

● There is no facet of the theatre field that fluctuates so rapidly with every turn in weather, temperature, school attendance and opposition as the drive-in. A properly kept line each day on your Business Analysis Spread-Sheet will provide a study of: (1) The day of the week and day of the month complete with all weather influences; (2) The feature attraction complete with costs; (3) The total admissions by car and by patron; and (4) The confection sales by car and by patron.

● At the end of any one month, the complete picture is there for analysis and study,—and at the end of the same month of the following year, your headway or shortcomings are obvious.

● Here is what might be termed "a Monthly Boxoffice Statement."

Price: 55c for 13 sheets

PLUS SERVICE **No. 8**

SERVICE MANUALS

—for the quick and proper training of new and old Theatre Employees.

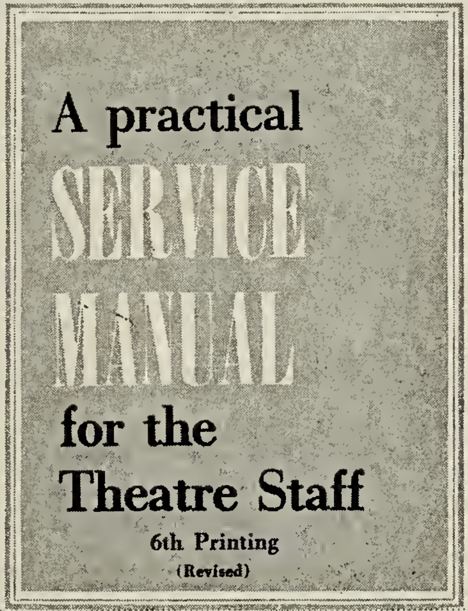
LATEST REVISION also includes the additional data necessary to DRIVE-IN THEATRES!

● Of inestimable value in "breaking-in" a new staff of Ushers; a new Cashier, or a new Door Man.

● This 16 page pocket size (3 x 6 inch) booklet with heavy paper cover itemizes the rules of conduct for the theatre staff very logically and thoroughly. Separate chapters are devoted to Managers, Cashiers, Door Men, Ushers, etc., as currently trained in the larger circuits.

● It also pictures a system of Usher's hand signals for designating empty seats and gives many hints on Public Safety, Accident, Fire Prevention, Advertising, etc.

Price: 10c each

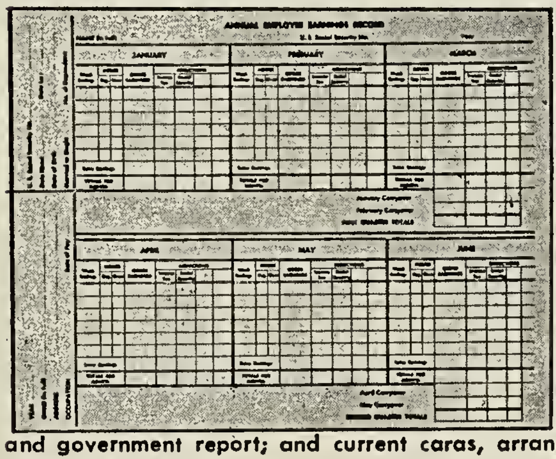


A practical
SERVICE
MANUAL
for the
Theatre Staff
6th Printing
(Revised)

PLUS SERVICE **No.10**

Annual EMPLOYEE EARNINGS RECORD

—complete with all Withholdings and Deductions for Tax Returns.


ANNUAL EMPLOYEE EARNINGS RECORD
JANUARY
FEBRUARY
MARCH
APRIL
MAY
JUNE

● Uncle Sam requires that you keep careful, permanent records of all employee earnings and of all tax or other deductions, under penalty of fine or imprisonment. Here is the most simple theatre method. With ushers and other low-paid help, turnover is frequent so a salary book is inconvenient and bulky. Under this EXHIBITOR system, one 8½ x 11 inch index card suffices for any one employee for one year, and each year is an entity in itself. The card of a fired or quit employee is set aside for tax return and government report; and current cards, arranged alphabetically constitute the only working set.

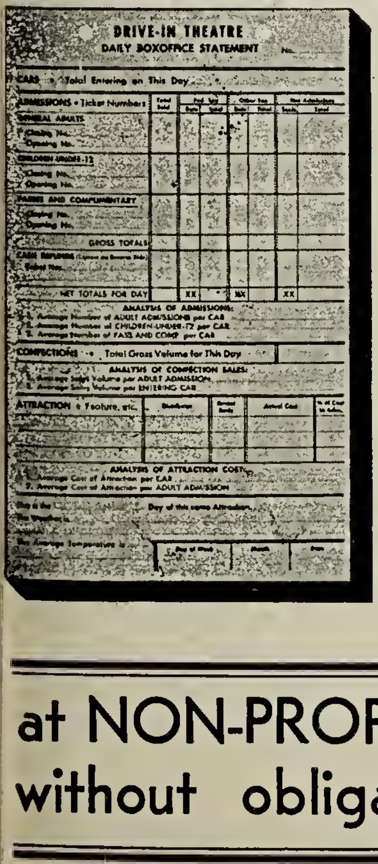
● Here is a time-saving, accurate system you'll rave about!

Price: 40c for 12 cards

PLUS SERVICE **No. 9**

Drive-In Theatre Boxoffice Statements

—specially designed exclusively for the use of Outdoor Theatremen.


DRIVE-IN THEATRE
DAILY BOXOFFICE STATEMENT

● A daily record of: (1) Number of Cars; (2) Number of Adults; (3) Number of Children; (4) Passes and Complimentary Admissions; (5) Cash Refunds; (6) Confection Gross; (7) Title, distributor, rental basis, actual cost, and percentage of admissions income of the Show; (8) Record of the weather and average temperature; (9) Hourly Ticket Sale Record; (10) Opposition Attractions; (11) Checker and Hours Checked; (12) Total Cash Receipts and Totals Deposited.

● All on a handy 5½ x 9 inch sheet punched for filing in a post or ring binder and padded 50 to the pad.

● Here is a professional form never before designed for drive-in operation.

Price: 30c per pad

PLUS SERVICE **No.11**

Special BINDERS and CASES

—designed for the storage and carrying of some of these forms.

Service-Kit BRIEF CASE (a)

● A big, genuine cowhide, zipper-enclosed briefcase equipped with 3-ring binder designed to hold the Service-Kit Forms (See No. 1) and a full year of Pink Review Sections as published separately by EXHIBITOR.

Price: $6.00 each (Tax included)

Service-Kit BINDER (b)

● A big, stiff backed, imitation leather binder equipped with 3-ring holder designed for the Service-Kit Forms (See No. 1) and a full year of Pink Review Sections as published separately by EXHIBITOR.

Price: $1.50 each

Pocket-Size Date Book BINDER (c)

● A small, flexible leatherette binder equipped with 6-ring holder designed for the 3¾ x 6¾ Pocket-Size Date Book sheets (See No. 4) sufficient for one entire year's booking,—and other features.

Price: $1.30 each

---

at NON-PROFIT PRICES . . . as a "Theatre-Wise" plus-service that is frankly without obligation.

MOTION PICTURE EXHIBITOR
317 N. Broad St., Phila. 7, Pa.

Allied Names O'Brien Man Of Year; Convention To Honor MGM President

DETROIT—MGM president Robert H. O'Brien has been selected by the Allied board to be honored as 'Man of the Year" at the national convention in Pittsburgh.

The award will be presented to O'Brien at the banquet which will climax the convention festivities on Thursday evening, Oct. 14.

Allied president Jack Armstrong stated: "The decision was made to honor Bob O'Brien as Man of the Year in recognition of his able, astute and far-sighted leadership which has stimulated motion picture production and has achieved financial stability for Metro-Golwyn-Mayer. The directors noted with optimism the strong line-up of product which Metro-Goldwyn-Mayer has scheduled for release and the equally impressive number of pictures now in production or preparation. In honoring Bob O'Brien in this manner, the nation's theatre owners will be expressing their appreciation to him for revitalizing Metro-Goldwyn-Mayer as a major source of motion picture product."

In accepting the honor, O'Brien wrote to Jack Armstrong: "Thank you very much for notifying me that I have been selected by the Allied Board of Directors as Man of the Year. I am most pleased with this for myself, my colleagues and Metro-Goldwyn-Mayer. We here at Metro have great confidence in the future of the motion picture industry and we shall try in every way to make a substantial contribution to its well-being and prosperity."

In addressing the annual meeting of MGM stockholders this year, O'Brien made the following remarks of interest to all theatremen: "In the production and distribution of motion pictures, our objectives have been two-fold, first to strengthen our pictures in terms of their boxoffice potential through the choice of better properties, more discriminating scripting and casting, and second, to have pictures completed well in advance of their release dates. With a larger inventory of completed pictures on hand, we have had the lead time so necessary to promote and advertise our pictures prior to their release. An integral part of our program is the policy of postponing the making of commitments for the production of a picture until after a script has been completed and approved. It is at that point that we are best able to evaluate the various elements of cost in relation to the boxoffice potential. This advance production planning goes hand in hand with our financial planning and also makes possible the utilization of our studios on a more economical basis. Perhaps most important of all, our pictures are now being made so that the money we have invested shows up fully in the entertainment that results on the screen —in cast, in story, in setting, and in all other elements of good picture making."

Lewin To BV Sales Post

LOS ANGELES—Roger S. Lewin has been appointed a salesman with the Los Angeles branch of Buena Vista, Walt Disney film distribution subsidiary. He succeeds to the position formerly held by Andrew H. Heederick, Jr., who was recently promoted to the new position of Los Angeles metropolitan manager.

Lewin was formerly with Warner Brothers, first as a booker and then as salesman.

Maine Exhibs May Open Sunday Boxoffice Earlier

BOSTON—A bill, filed by a former film salesman, now a legislator, allows Maine motion picture theatres for the first time in history to open their doors on Sundays before 3 p.m.

The bill, filed by TONE, through Maine Representative Ray Curran of Bangor, former MGM film salesman, brought "permissive legislation," Carl Goldman, executive secretary and counsel of TONE, reported.

"An act relating to hours of motion pictures on Sundays" was signed by the Governor. The permissive legislation means that Maine exhibitors are no longer restricted to waiting until 3 p.m. to open their doors on Sundays.

Hamid Joins N. J. Allied

ATLANTIC CITY, N. J.—Three theatres of the Smith Shows in Atlantic City, the Hollywood, Center, and Shore, have joined Allied Theatre Owners of New Jersey, president Howard Herman announced. George Hamid, Jr., who is president of Smith Shows, also heads Atlantic City's famous Steel Pier, which has been a member of Allied Theatre Owners of New Jersey, Inc., for many years.

Eagle's Jacobs In U.S.

LONDON—Eagle Film Distributor's Barry Jacobs is currently at Algonquin Hotel, New York, before flying on to Canada on Aug. 29. He will move to the Beverly Hill Hotel on Sept. 5 before returning to the Algonquin on Sept. 14. He is looking for new independent product for his distribution company which has moved to 35 Soho Square, London, W1.

Jimmy Fund Benefits From First Friendship Day

BOSTON—The Variety Club's Jimmy Fund, which is for furthering research to help children afflicted with cancer, has been selected as the charity to be the recipient of the first annual International Friendship Day, celebrated at Pleasant Valley Country Club, Sutton, Mass., in conjunction with the Carling World Golf Championship.

General Dwight D. Eisenhower is serving as honorary chairman, and Massachusetts Governor John A. Volpe is active chairman.

Twenty-one countries throughout the world sent ambassadors and heads of state to represent them at the first annual International Friendship gathering. In view of the extensive businesses developing between the United States and foreign countries, this reception will be an annual affair. This provides an unusual opportunity for international informal get-togethers.

Ninety-two foreign professional golfers and United States dignitaries were to participate in a golf tournament with American business executives. The Variety Club's Jimmy Fund, Children's Cancer Research Foundation, was to receive all the proceeds.

More than $4,000, in advance tickets were sold to the public.

Eddie Cantor Lodge Booms

HOLLYWOOD—A record breaking charter membership drive has been capped by the new Eddie Cantor Lodge of the B'nai B'rith, which will have its accent on show business. By registering over 100 charter members in its first weeks, the Lodge has substantially exceeded charter membership records in Southern California for over 20 years.

First president of the lodge is Robert Shapiro, American Broadcasting Company, Hollywood, and past president of New York City's Cinema Lodge. He is the former managing director of the New York Paramount Theatre and has recently been transferred to the television network here.

Honorary chairman of the lodge is George Jessel.

Associated British Corp's Elstree Studios hosted Roy Mason, M. P., Joint Minister of State, Board of Trade recently. Seen at meeting in ABC's managing director's (Sir Philip Warter) office are, left to right, J. F. Wycherley, Secretary of the Cinematograph Films Council; Robert Clark, A.B.P.C. deputy chairman; Mason; C. J. Latta, managing director; Sir Philip; D. J. Goodlatte, an executive director; and A. H. Goatman, director and studio general manager, all of A.B.P.C.

Senate Unit Reports Out D.C. Omnibus Crime Bill

WASHINGTON—The Senate's D.C. Committee has reported out the omnibus crime bill already approved by the House for the nation's capital. The measure, prompted by what is called an alarming increase in crime in this city, includes a revision of standing obscenity laws and makes them specifically applicable to motion pictures.

The existing law, originally drafted in 1901, did not include specific provisions regarding the showing of motion pictures, though films have been interpreted to come under its mantle.

Sections dealing with obscenity came under criticism from both Senator Robert F. Kennedy (D., N.Y.), and Joseph D. Tydings (D., Md.) who objected to parts of the crime bill treating obscenity for failing to take into account the recent Supreme Court decisions on the matter. Calling the new sections restatements of the existing provisions, the Senators urged further consideration of the legal implications of such rulings as the obscenity cases recently heard by the Supreme Court, and said an amendment would be proposed when the new bill was brought to the floor.

Lamour Bemoans Film Sex

ALBANY—Dorothy Lamour, female star of the series of "Road" pictures with Bing Crosby and Bop Hope, and now a civic leader in the state of Maryland, made a strong impression during a visit to Albany for the portrayal of the title role in "Du Barry Was a Lady" at Eddie Rich's Summer Theatre, Colonie.

Now a member of the Maryland Traffic Commission and Baltimore Civic Center Commission, the beauteous Miss Lamour spoke against the present trend toward "flaunting" sex in motion pictures. She did so in a guest appearance on WAST-TV, Stanley Warner owned and operated.

The mother of a 19-year-old boy serving in the Marine Corps and of a 15-year-old boy, Miss Lamour does not "approve" of the manner in which sex is being treated on the screen. She thinks it is not being handled with "dignity," but in a manner that can be harmful to teenagers.

Miss Lamour also is critical of the fashion in which alcoholism and perversion (a word she dislikes using on television) are being treated in films.

Seen at special press premiere at Paris Theatre, N. Y., for MGM-Seven Arts production of "The Hill" are, left to right, Sidney Lumet, director of the film; Morris Lefko, MGM vice-president and general sales manager; and Ossie Davis, who co-stars with Sean Connery and Michael Redgrave.

The NEW YORK Scene

By Mel Konecoff

WE'LL BET THAT MOST OF YOU OUT THERE THINK THAT PARIS ONLY HAS girls, the Eiffel Tower, girls, Monmartre, girls, the Louvre, girls, and the Left Bank. Not so, says producer Arthur Cohn, who made a documentary called "Paris Secret," which is selling like crepes suzette.

For instance, he related across the luncheon table at Sardi's the other day, there is prostitution in cars, and it took two to three weeks just to get several minutes of this on film. An ambulance is being used by some of the more enterprising girls since street-walking is forbidden. There's a factory to rehabilitate widows. There's a home for freaks where they have a celebration once every few years. Dead people are flown in from India packed in ice at 25 dollars per body for use by medical students. There's a secret school for seduction, where shy men are taught how to approach girls. All this and much more, and Cohn admitted that some scenes had to be eliminated for showing in France and then put back for overseas consumption. Each country may well wind up with its own version.

It took Cohn one year to prepare the subject and nine months to shoot this "autopsy of a capital city." It's in color and it cost $500,000 to film. The negative cost has already been recouped because in the brief period it's been in release abroad, it's broken records practically every place it played—even in Paris where Parisians are learning some things they never knew about their own city.

The reaction has been so good that a sequel is on the planning boards about Tokyo, and MGM is interested. Cohn has other features in the works as well, such as "The Countess," with Romy Schneider, to be filmed in Venice next year for Columbia release; "Foolish Immortals," by Paul Gallico, to be filmed in Israel with an all-American cast; "Promise At Dawn," the Romain Gary autobiography, which Fox had at one time. This will be filmed in Paris with Vittorio De Sica directing. No distributors on the latter two.

Cinema V, which is releasing "Paris Secret," plans the largest advertising and promotion campaign in the short history of the company, according to company executives.

TIE-UP OR THE SWEET SMELL OF SUCCESS: THE OTHER MORNING WE emerged from the conference room of the Colgate-Palmolive Company after being introduced to the new line of 007 mens' toiletries, and after dabbing on a bit of their after-shave lotion. Now, we had been conditioned to watch out for women converging on us from all sides once they realized what we were wearing. So, we waited and waited, and the only female who approached was a little old lady who wanted to know where the nearest post office was.

The full line will be introduced nationally in November, backed by an advertising campaign which will see 20 millions spent per year. This includes magazine, newspaper, and tv trailer advertising, and some of the latter were full of fun and effectiveness.

According to J. E. Grimm, III, vice-president and general manager of the toiletries division, the 007 line will, according to expectations, become the leader in its field over a long period of time. The climb to the top will, of course, be aided by the extraordinary success of the James Bond books and films.

Gabe Sumner, national director of advertising and publicity at United Artists, was an enthusiastic participant in the conference, terming this one of the biggest and most successful tie-ups between two such companies in the history of the business. When exhibitors become fully aware of the magnitude of the Colgate campaign, they will be glad to jump aboard the cooperative bandwagon when the next Bond film, "Thunderball," makes its bow close to Christmas in 200 to 300 key markets all over the U.S. UA field men will work closely with both exhibs and Colgate, and the result should be impressive indeed.

Remember, fellas, like it says in the sample ads: ". . . 007 (has) the license to kill—women." The sexy broad replies—"When you use 007, be kind." A sudden thought—spray this around the boxoffice and on your doormen, and then stand back hopefully and with expectation.

AH, SO DEPT.: FRANK LEE IS AN AMERICAN OF CHINESE EXTRACTION. HE is also an exhibitor (55 St. Playhouse in N.Y. and the Bella Union in San Francisco) and a distributor (Frank Lee International Films). In the latter capacity, he stated the other day that he is determined to see that Chinese films made by the Shaw Brothers of Hong Kong and Malaya receive wider distribution here in the immediate future. He figures that the imports should not only be appreciated by Chinese audiences in the principal cities of the U.S., but also by attendees of art houses in general.

The Shaw Brothers, Run Run and Runme, turn out 15 or 16 super productions a year, mostly in color, on their 10 sound stages on the outskirts of Hong Kong. They often have six films working simultaneously day and night. They make another 15 smaller features annually, but these are mainly for domestic consumption and for use in the 145 theatres the Shaws own in Malaya.

Lee, as their American representative, will have a go at trying to get the films shown in cities other than New York and San Francisco. The production program is being slanted so that the films will be more acceptable here. American exhibitors who participate in the program will receive assistance from visiting stars, merchandise fairs, Chinese film festivals, etc. Lee is trying to learn from the mistakes that may have been made by the Japanese in their distribution efforts, and is listening to preferences of exhibitors, the public, the press, etc. Production changes have been underway over the last six months.

Lee expects to open distribution offices here next spring and Los Angeles after that. Tests are presently being conducted as regards the dubbing of Chinese films into English. At the moment, 13 theatres in the U.S. play Chinese films. By next fall, that number is expected to increase considerably.

LONDON Observations

By Jock MacGregor

THOUGH JIM CARRERA'S QUOTE, "IT'S VERY EXCITING TO BE BRITISH IN America just now," due to the success of such British pictures as the James Bonds, "She," "Darling," and "Help!," rings in the ears here, the message has not reached all American executives. Some still go to extreme lengths to hide the fact a picture has been made here but greedily grab the benefits of the Eady Fund. This causes embarrassment to resident American producers and resentment among many film men, and is particularly tactless at present, when there is growing pressure against American financed pictures receiving the levy which is currently running at about 40 per cent of the U.K. distributor's gross. (A New Yorker has incidentally written to the Kine Weekly about the absence of British credits in certain current Broadway adverts.)

Where a "runaway" production is concerned, the reticence regarding publicity is understandable even if regretted. But when a wholly indigenous subject is involved, it is ridiculous. One can only wonder who is attempting to kid whom. Paramount's Jack Upfold took some British and American trade press editors to Twickenham Studios where my old friend, Lewis Gilbert, is producing and directing "Alfie." I was amazed to see that he was on Shot 393. I had not realised the picture had been shooting that long. Then Quigley's Bill Pay and I woke to the fact that we had received no handouts. It was alleged to Jack's amazement that instructions had been issued that the American trades were to be serviced from New York.

Now "Alfie" is based on a British play, which, if I recall rightly, concerns the amorous adventures of a Cockney lover boy and stars that chip off the Old Kent Road—Elephant and Castle end—Michael Caine, who made such big impressions in "Zulu" and "Ipcress File." Otto Heller is cameraman, and it was good to see three sons of celebrated film men working on this Techniscope production. Bill Cartlidge, Jr., is first assistant director; Bill Graf, Jr., is doing his first job as third assistant (and had the ignominy of being knocked down by a car while on night location!); and John Gilbert is assistant producer to his father, having earned his spurs from the bottom with other producers. As I write, I still have to receive details.

AFTER A QUIET SUMMER, THINGS ARE LOOKING UP IN THE STUDIOS. AT Pinewood, Stanley Donen's "Arabesque," with Gregory Peck and Sophia Loren—this is another about which I have heard little; Julian Blaustein's "Khartoum," with Charlton Heston; and Walt Disney's "Fighting Prince of Donegal," with Susan Hampshire, have joined Peter Roger's "Carry On Cowboy" and the Norman Wisdom comedy, "The Early Bird." Joseph E. Levine's "The Idol," with Kim Stanley, rolls at Twickenham, and "My Last Duchess," with Tony Curtis, starts in September. Aug. 31 sees Michael Anderson directing Martin Ransohoff's "13," with Kim Novak and David Niven, at MGM Borehamwood, and from Ardmore in Ireland, 20th-Fox is sending sheaths of material about progress on "Blue Mac," with George Peppard, James Mason, and Ursula Andress. In all, some 30 features are shooting here. Set for an early start is the Andrew and Virginia Stone 'scope-color comedy thriller for MGM, "The Perils of Jim Grimm," which will be based here and have Italian, German, Turk, and American locations. Indeed, the upswing is such that Pinewood took peak hour tv time to advertise for additional plasterers and carpenters.

IT WAS SRO AT THE TRADE SHOW OF "DARLING. . .," AND MANY TOP EXECUTIVES found time to be away from their offices at 10:30 am, so great is the interest in this brilliant contemporary comedy drama. My first action afterwards was to accept an invitation to the premiere! It was good to see Julie Christie, long tipped in this column, bulldoze her way to the forefront of screen actresses—and to spot Nat Cohen's personel pictorial souvenirs adorning the producer's office in the movie. Next day, I lunched with Otto Preminger, finalising "Bunny Lake Is Missing" to take to New York, and he was raving about it and Julie.

ASK EXHIBITORS IF THEY HAVE HAD ANY RECENT SURPRISES, AND IT IS dollars to doughnuts they will say what a turnup Kenneth Hyman's 7 Arts-MGM release, "The Hill," is proving. When first seen privately, some were very, very dubious about its potential, other than as an artistic success. Then came the joint press and ABC managers screening. The former were delighted, and the latter were excited by what they saw. With holdovers in many places—eight weeks Liverpool, five Manchester—it is shapping as one of Metro's top hits of the year here. . . . I wonder if those New York distributors who dictate selling policies to their London offices realise how grateful some independent distributors are? One was telling me how well he did picking up dates where exhibitors had refused the terms or number of days for new American pictures. As he says, a little bit of something is better than a lot of nothing. He has also been doing nicely in the provinces where official circuit releases have come unstuck and been dropped or given curtailed playing time. . . . Film people just seem to refuse to retire. Last year, with much trumpeting and elbow bending, sales chief Jock Hutchinson left MGM. Now he has joined Compton. . . . Films of Scotland's Golden Thistle Award will be presented to Fred Zinnemann at the Edinburgh Film Festival for outstanding achievement in the art of cinematography. A repertory week of his films will be staged. . . . Congratulations to S. C. (Kim) Honess, former TV and Screenwriters Guild general secretary, on being appointed MGM British Studios assistant studio manager. . . . Not only have ABC, following widespread representations, reopened a modernized Regal, Bracknell, which was closed mainly because of a pending compulsory purchase order for road widening, now postponed for some years, but they are also negotiating for a site for a new theatre, so rapidly is the area growing.

Steve Broidy, AA Exec, Resigns To Go Independent

NEW YORK—Allied Artists Pictures Corp.'s board chairman and former chief executive officer Steve Broidy announced that he has resigned his duties with AA and will turn to independent production in the future.

Broidy, who joined Allied Artists in 1940 and was named president in 1946, turned control of the company over to Claude A. Giroux, currently president and chief executive officer, in February of this year.

The company has faced a series of problems growing out of sizeable losses over several years. In the first three quarters of fiscal '65, the company recorded net losses of $1,512,000 on a gross income of $6,926,000, and showed a net loss for the comparable period last year of $161,000 on gross income of $11,017,000.

An effort by dissident stockholders to remove Allied Artists' management this year was defeated by Broidy and Giroux. However, the company has not been able to reverse its losses up to this point.

The company said Broidy will continue to work through AA as an independent and will negotiate distribution rights with them on his future productions.

The board has not yet named a new chairman.

Morrison Joins Clark

DETROIT—Last week, it was announced that Harold J. Morrison had retired as branch manager of Warner Bros. This week it was made known that when he returns from his vacation, he will assume an executive post with Clark Theatre Service.

"Changing release patterns in the immediate Detroit area," said principal William Clark, "urgently require an experienced specialist such as Morrison. He has been in the motion picture profession for over 30 years, not only in distribution, but also exhibition.

"He will take over our accounts in the immediate Detroit area. Walter Goryl, formerly with Universal, will now be able to devote himself to out-state accounts.

"With the acquisition of the 1,400 seat Harbor in Ecorse, by the Harbor Theatre Company, which is entrusting buying and booking to us, our accounts will number 53."

Shown finalizing an agreement granting exclusive rights to Cinerama presentations in the Republic of Mexico are, left to right, Jose Jamui, one of the exhibitors acquiring the rights; William R. Forman, president of Cinerama; and Carlos Amador, who, along with Jamui and others will construct a 1500 seat theatre in Mexico City for Cinerama, to be follower by others in Guadalajara, Monterrey, Leon, and Vera Cruz.

ALBANY

John W. Gardner, Sr., one-time Albany projectionist and later owner of conventional theatres and drive-ins (including one which he built in Hollywood, Fla., about three years ago and which he recently sold), has been touring European countries. Gardner and his wife plan to visit C. J. Latta, head of Warner Bros. Affiliated Theatres in England, before returning to the United States. Latta, a former chief barker of Albany Variety Club and subsequently founder of the London Tent, as well as chief barker of Variety Clubs International, was upstate zone manager for Warners, with Albany offices.

BUFFALO

The purchase of the Town Casino night club as the future home of the Studio Theatre has been approved by the theatre's board of trustees. This has been announced by Welles V. Moot Jr., president of the board, who said the purchase from Harry Altman, Buffalo's famous showman, is expected to be finalized in a few days. Irving Levick, chairman of the committee that studied the possibility of the Studio Theatre move, called the theatre development "another exciting change for downtown Buffalo." He said the night club will be converted into a theatre seating 550 by the Studio Theatre's Oct. 7 opening. . . . Business has been so good at the Granada, according to managing director Joe Garvey, that "My Fair Lady" is now going to be held over until Sept. 15 instead of Sept. 1 as previously announced. On Sept. 15, "Agent 8¾" will open. . . . "The Sound of Music," one of the most popular musicals in recent years, is playing simultaneously on both screen and stage in the Buffalo area. It is on the stage at Melody Fair in Wurlitzer Park, while the film version is in its 18th week at the Teck, a Loew downtown operation. Neither Lou Levitch, manager of the Teck, or producer Lew Fisher of Melody Fair are worried by the situation, both feeling that the screen version will help the stage production and vice versa. "We're breaking all house records," Levitch said, "in playing thus far to more than 180,000 people. We plan to run the film through September and perhaps longer." . . . Anthony T. Kolinski, chief barker, Variety Club announces that the next crew meeting will be held Sept. 13 and also says that Candidates Night open house will be staged Monday night, Oct. 18. There will be a general membership luncheon and nomination for 1966 board of directors on Monday, Oct. 25. Allan Hochberg, local UA sales staff, is the newest member of Tent 7. Bingo profit of the club for the month of July was $1746.80. The games are held Wednesday nights in the Genesee and are a big help in carrying on the club's charity activities. . . . "Our summer film festival has been a very successful venture for us," Fred Keller, manager of the Circle-Art, declared. "We have had bigger summer audiences than ever before and they have been very receptive. There are three criteria we try to establish when we set up a festival like this. We try to bring back films that are significant enough to merit a repeat showing; we try to obtain films that can be considered classics; we try to arrange them in sensible groupings to give our audiences a chance to learn from the films themselves. Much care went into the grouping each week. Seeing the works of one director or one cinematic school helps you to define an attitude, a point of view. In this form of scheduling you can see the difference between a Rossellini and a DeSica, for instance, or even the differences in Rossellini himself over a 10-year period." Keller denied any inconsistency in turning over the week of Aug. 30 to Hollywood musicals. "If there is any contribution Hollywood has made to the art of the film it has been the musical," he said. "Hollywood is pre-eminent in this particular form, and this is just one more way for us to prove that the better older films never deserve to die."

CHICAGO

Joe Hyams, Warner Brothers, was here for meetings with theatre owners relative to weekend appearances of the Dave Clark Five in conjunction with their first movie, "Having a Wild Week-end." The film had its city-wide premiere at 50 neighborhood and drive-in theatres Aug. 13. Clark Weber, disc jockey, accompanied the group on their tour for theatre appearances. . . . Joseph E. Esler, veteran movie trade correspondent, died at the Bethany-Lutheran hospital after several days of illness. He leaves surviving his widow, Clara. . . . Linda Enright, secretary of the Illinois Central Railroad, purchased the winning 250,000th ticket to "Sound of Music" film at the Michael Todd. Her prize includes a free "night-on-the-town," limousine included. . . . Seven-footers were sought out as the "tallest man in town" to "front" in costume for Roosevelt opening of "Genghis Khan" on Aug. 13. . . . Ford City Shopping Center, said to be among the largest, most diversified and convenient shopping centers in the U. S., providing for virtually all of the necessities of life, opened its doors Aug. 12. Cinema I and II, twin motion picture theatres, are a part of the complex. The programs will be staggered in each theatre so that shoppers can avoid having to enter while a main film is being shown and having to wait to see the beginning. Children's films will also be featured. Governor Otto J. Kerner, Mayor Richard J. Daley, and other civic dignataries and government officials were on hand for the gala opening. Chicago newspapers carried 16-page supplements telling the story of the new center. . . . The old Auditorium Theatre, designed by Louis H. Sullivan, famed architect, and opened in 1889, is still undergoing restoration. About $1,100,000 has been raised for the huge restoration program, with another $650,000 to go. Mrs. John V. Spachner, a Highland Park matron, has been a one-woman

(Continued on next page)

Museum Funds Stifled

(Continued from page 6)

center into being."

Parenthetically, it should be noted that the county of Los Angeles spent $459,296.70 for land on Highland avenue and $537,086.90 for facility and site development, including $392,003.32 for architectural services—and thereby hangs part of the tail that is wagging the dog.

The Bart Lytton Committee report after a year-long investigation of the museum muddle, referred to in last week's MOTION PICTURE EXHIBITOR installment of this survey, was critical of the museum's management, its lack of progress in raising funds, its lack of professional staff, and, particularly, its interior design. That design, representing four years of work by William Pereira and his associates, architects of the truly magnificent new County Art Museum, was characterized in the report of the Lytton Committee as "an unfeasible Taj Mahal" which would be so expensive to build and operate that it could not possibly pay for itself with tourist dollars or ever be self-supporting.

While virtually no major museum in the United States is self-supporting, a Cloverdale and Colpitts survey undertaken at the time the county supervisors authorized the museum showed that tourist interest in movies, television, and records was such that it was financially feasible that the Hollywood Museum would have no difficulty in supporting itself.

"But," as Supervisor Ernest E. Debs points out, "things have changed in the last five years. In 1960, no studio wanted tourists trooping through it, watching movies and tv being shot. Now MCA (Universal) has gone in the tourist business; MGM is doing studio tours; and even Warner Bros. has announced new plans for tourists. MCA has approached us to give us land on their property to build the museum, presumably to utilize it as part of their tourist business. This could be a solution. But the land on Highland avenue was deeded to the county for educational and cultural use only and is useless for any other purpose."

Although the Lytton report referred to him with only deference and respect, it was subtly critical of the museum corporation's leadership by Sol Lesser, who has devoted five years of dedicated, unselfish, unpaid effort to the cause. The committee recommended that the operating corporation be reconstructed and suggested that each county supervisor would appoint three members, the president to be elected from this new membership. Then, damning Lesser with faint praise, the report suggested:

"The industry members might include Mr. Lesser, so that the new board and management can benefit from his long experience with the museum project." The new board, as suggested by the committee, should then delegate responsibility for planning and general management to "a proven full time administrator . . . who should be a man who possesses drive, vigor, and the strong desire to create a successful museum."

The Lytton report also emphasized that the motion picture broadcasting, and recording industries should give $5 million in cash and pledges before the county spends more on the project.

At this writing, Sol Lesser and his ardent associates have come up with more than $5 million in pledges and $780,000 in cold cash received. This in spite of the donors and pledgees believing their contributions were contingent on the actual *start* of the museum's construction, whereas the city fathers say they meant Lesser was supposed to raise $3 million to put the show on the road.

Perhaps Myers, who says in effect, the Hell with the county building the museum—let's do it ourselves, has the right idea. Myers has faith in the film industry, as far-fetched as his build-it-with-entertainment campaigns seemed to be.

And there are others of industry stature who share Myers' convictions.

(Next week: Boondoggle, white elephant, political football or a crack-brained idea? Reporter Mark Gibbons will probe in depth what the originators had in mind when they projected a plan to truly emphasize the cultural value of the cinema and allied communications industries with a major and permanent showplace—a Hollywood Museum.)

CHICAGO *Continued*

fund-raiser to date. Harry Weese, architect, is reputed as "the great savior of the Auditorium." The restoration project seemed dead two years ago, when it was feared that the project would cost over four millions. It was Weese who saw ways to cut costs and preserve the masterpiece. Much work is still required before the Auditorium is ready for opening, notwithstanding the requirement of funds. Chicago newspapers are urging all good people to come to the aid of the Auditorium. . . . A theatre in the new Hull House uptown center will be financed by contributions of the late Leo Lerner's family and a drive to raise contributions of $175,000. Mayor Daley will be honorary chairman of the fund-raising committee for the theatre honoring Lerner, former publisher-owner of Lerner publications. The theatre will become part of the new center, which will cost $375,000. The money will be the contribution of Mr. and Mrs. Morris Hirsh, in memory of Hirsh's mother, Mrs. Rosette Lowenstein. Lerner was on the center's board of trustees from April, 1963, until his death early in 1965. . . . Esquire, Carnegie, Loop, Playboy, World Playhouse, Town, Cinema, Capri, and other "art" theatres are reputedly offering outlandish prices in a bidding battle for the best of foreign and domestic "art" films.

CINCINNATI

Marc J. Wolf Memorial Infirmary for physically handicapped children, Camp James Whitcomb Riley, Bardford Woods, near Martinsville, Ind., was recently dedicated to a pioneer movie exhibitor in acknowledgement of his outstanding contributions for the handicapped. Marc J. Wolf, who died in 1963, was president of the Y. & W. Management Corp., operators of a theatre chain in Indiana. He was a founder of Variety Tent Three, Cincinnati; served four terms as chief barker for Tent 10, Indianapolis; and was a past chief barker of International Variety Clubs. At the dedication, Shirl K. Evans, Jr., Tent 10 charities chairman, and Vern Young, president, Y. & W. Management Corp., gave the Variety tribute. Mrs. Stephen James, daughter of the late theatre executive, unveiled the Variety marker designating the building as the Marc J. Wolf Memorial. . . . William Mart, manager, Woodlawn Drive-In, for Cincinnati Theatres, has been transferred to the Twin Drive-in. He replaces Bob Oda, recently appointed the firm's director of advertising and publicity. Robert Shafer is new manager at Woodlawn.

COLUMBUS

Loew's Ohio held "What's New Pussycat?" for a fourth week. . . . Panel discussion of the effects a burlesque house on the moral climate of a neighborhood was held at Hope Lutheran Church, near the Gayety, which has been showing "girlie" films and plans to bring in live burlesque. Panel members included Captain Herman Beck, police vice squad; Donald Woodland, high school teacher and City Council candidate; Rev. Ralph Doermann, Capital University faculty member; and Municipal Judge Alan Schwarzwalder. The meeting was called by Walter Tarpley, Columbus community relations director, at the request of Clifford Tyree, president of the Driving Park Area Council, which has been fighting the Gayety policy. . . . Veteran screen actor Jesse White is co-starring with Ann Sothern in "The Solid Gold Cadillac" in the Kenley Players' summer stage series at Veterans Memorial through Aug. 29.

The WILL ROGERS HONOR ROLL *of* CIRCUITS

As of Aug. 16, these 70 circuits are participating in the Will Rogers Audience Collection:

Gulf States, Jamestown Amusement, Interstate Circuit, Texas Consolidated, Statewide Theatre Corp., Klein Theatre, W. O. Bearden, Jefferson Amusement, Cole Theatres, Pitts, Switow, Cooper, Commonwealth, Cinema Arts, F & A Circuit, Southern Amusement, Hecht, Monessen, H. B. Meiselman, Decar, Fabian, Trans-Texas, Kerasotes, Tri-States, Cinema-Circuit, Paramount Gulf, General Cinema, Selected, Skirball, General Theatres, Broumas, Armstrong, Co-operative, Reinhardt, Y & W, Redstone, Kallet, Iselin, Empire Cinema, Upstate, A. M. Ellis, Associated, Brecher, Ventnor & Weiland, Pearlman & Kaufman, Community Theatres, B. S. Moss, Walter Reade-Sterling, Rugoff, Acme, Sylvan Leff, Thornton, Stanley Warner, Skouras, United Artists, Randforce, Florida States, Chakeres, Prudential of N. Y., R.K.O., Rowley United, Schine, Brotman & Sherman. John C. Bolte, Brandt, Matson, Loew's, Milgrim, Wilson, Chertcoff.

DALLAS

Bob Kinser has joined the staff of Trans-Texas Theatres, which has headquarters here, as assistant to Dick Empey, advertising and publicity director. Kinser had served previously as assistant to the local promotion and exploitation director of Interstate Theatres for eight years. . . . Radio station KLIF will sponsor a special preview showing of "HELP!" the newest Beatles film, at the Palace. Turner Honea, manager, Palace, said that only the capacity of the Palace, 2,100 seats, will be sold. The regular engagement of the film begins on Thursday. An early sell-out was made for the first Beatles film, "A Hard Day's Night," also sponsored by KLIF. . . . David Hedison, who has appeared in such movies as "The Greatest Story Ever Told," "The Enemy Below," and "The Lost World," will be a visitor here as star of his ABC-TV television series, "Voyage to the Bottom of the Sea.". . . Mr. and Mrs. Harold (Cuz) Goodman celebrated their 15th year of operating the Denton Road D-I with an anniversary party. Merchants of the area joined in the party, providing a variety of items to be given away to patrons, and the Goodmans served free cake and soft drinks. The D-I opened an hour early for the party. . . . Funeral services were held here for Henry McDade, one of the long time employees of the Variety Club of Dallas. He had been ill for several months. . . . "Darling," a British made film starring Laurence Harvey, Dirk Bogarde, and Julie Christie, will be the opening motion picture for the new Festival on Sept. 20 with an invitational premiere showing. The first public showing will be on Sept. 22. The Festival will be operated by the recently formed Academy Theatres, Inc., which is spending $100,000 to convert the theatre into a de luxe art showcase. In addition to some structural changes and repainting, 450 new theatre seats are being installed as well as new carpets. The theatre grounds are also being landscaped. . . . Trans-Texas Theatres arranged for a special showing of "Citizen Kane," the Orson Welles 1941 film classic, to students in Dr. Brunet M. Hobgood's course in motion pictures at Southern Methodist University. The circuit located a copy of the film and arranged for the showing to the students. . . . The Dallas Museum of Fine Arts will show a collection of distinguished motion pictures during the fall and winter film series which begins Sept. 1. The 10 pictures, nearly all of them winners of major awards, are of American, European, Japanese, and Indian origin. The films will be shown at 8 p.m. Wednesday in the DMFA auditorium with admission free to members of the Dallas Art Association and 50 cents to non-members. The 1950 Swedish film version of "Miss Julie" will open the series. Scheduled for later presentation are "Dead Birds," Sept. 22; "The Golden Coach," Nov. 3; "Marario" and "Occurrence at Owl Creek Bridge," Nov. 24; "Nights of Cabiria" and "Paladini," Dec. 15; "The Music Room" and "Clay," Jan. 5; and "Beauty and the Beast," Jan. 26. . . . John Ashley, star of "How To Stuff A Wild Bikini," was a surprise visitor at the Plaza, Ennis, Tex., and had a crowded theatre for autographs, according to Joe Wilson, Plaza manager.

DES MOINES

The former RKO-Orpheum, recently purchased by Dubinsky Brothers Theatres, Lincoln, Neb., will be renamed the Galaxy and will be completely remodeled. Ted Grant, Lincoln, Neb., will become the new manager of the house. Grant has been with Dubinsky for 14 years. The theatre will remain open during all or most of the modernization work, which will include new rest rooms, the stage area and elimination of an upper balcony area. . . . Midwest Theatres, headed by Ray Webb, has leased the site for a new drive-in at Leon, Ia., and has started construction on the project. The drive-in will be built at the junction of highways 2 and 65, 13 miles east of Leon, and will accommodate 430 cars. . . . The Fort Madison Drive-In has been purchased by Dominic Frisina, president of Frisina Amusement Company, from Herbert Hoaglin, who built the theatre in 1952. . . . The Variety Club Women of Des Moines, Tent 15, will operate a soft drink and hamburger stand at the Iowa State Fair with the Tent's new Sunshine Coach to serve as a booth.

DETROIT

There'll be some changes made at the Surf. Foreign and art films will be abandoned in favor of subsequent runs of Hollywood's best pictures. The inside and outside of the house will be remodelled. There will be two coffee lounges. Finally, the name will be changed to the Variety. It could be coincidence, but owner-operator Al Dezel is a member in good standing of Variety Club of Detroit, Tent 5..

In Warren, Mich., the first Fabian house in Michigan territory, Universal City, was slated to open its doors Aug. 4. However, a strike at American Seating in Grand Rapids, Mich., left the house, otherwise complete, minus inside parking in other than a standing position. A week ago, with chairs installed, it finally opened. The first attraction, on single-feature policy, was "What's New, Pussycat?"

JACKSONVILLE

Bill Baskin, Florida State Theatres booker for many years, has reported to Houston, Tex., for a supervisory post with the General Cinema Corp. Bill will work with Billy Wilson, Florida exhibitor for nearly 20 years, who later became a salesman for the Roy Smith Co., local theatre suppliers. Wilson is now a district supervisor in Texas for the General Cinema Corp. . . . Sandra Ann Griffis has moved up from a concessions job at the Florida Theatre to an office post in the FST home office. . . . Marvin Skinner is buying and booking for J. H. "Tommy" Thompson's new 300-car Reef Drive-In, Fernandina, and Roy Bang, formerly of Orlando, is managing the Reef. . . . Ed Gordon has closed his Negro-patronage Carver, Orlando. . . . R. C. "Bob" Mullis is now handling the buying and booking for his High Springs Drive-In, High Springs. . . . Mahlon McKinney held the grand opening of the new Princess Drive-In at Cross City at west Florida community which had been without a motion picture theatre since the indoor Princess was destroyed by fire several months ago. . . . A. R. McCaskill has shuttered his Bunnell, Bunnell, for an indefinite period of time. . . . W. O. "Ollie" Williamson, Warner Bros. district manager from Atlanta, visited Carroll Ogburn, the firm's Florida manager. . . . Local WOMPI delegates to the group's international convention in New York next month will be president Kitty Dowell, MGM, and finance chairman Mary Hart, Florida State Theatres. Alternate delegates are Mildred Lamb, United Artists, and Edwina Ray, FST. A total of 18 local WOMPI members had been signed up for attendance at the New York convention, plus three members of the co-WOMPI group, John Hart and Mr. and Mrs. "Buck" Robuck. . . . Louise Walker is a new booker's clerk at MGM, replacing Brenda Brazil, who moved to Tallahassee with her husband when he received a job transfer from this city. . . .

MEMPHIS

Norman James Colquhoun, well known in the industry in the south, died at the age of 68 after a brief illness. Colquhoun was honored by the local Variety Club with a testimonial dinner last May when he retired as Memphis branch manager of Columbia Pictures Corp. He was born in Memphis and went to Canton, Miss., as a child. He served Columbia in Dallas and moved from this city to Memphis 15 years ago to be Columbia's branch manager. . . . Mary Catherine Baker was hostess to the August meeting of WOMPI. The meeting began with an alfresco dinner. During the business session, conducted by Miss Lois Evans, president, plans were made for representation at the WOMPI convention in New York, Sept. 17-19. Attending from Memphis will be the chapter's president; Mrs. Marianne Bartlett, first vice-president; Mr. and Mrs. Tate Baker; and Mr. and Mrs. Joe Keifer. . . . "A Very Special Favor" was selected as the Best-Adult-Movie-For-July by the Better Films Council, and "The Monkey's Uncle" was the Best-Family-Movie. . . . Memphis is following the national trend of long runs at road show prices for "Sound of Music" and "Those Magnificent Men in their Flying Machines." The premiere show at Crosstown in the late spring, "Magnificent Men" was picketed by members of the moving pictures operators union in magnificent formal attire. As conspicuous as were their top hats, tails, and white ties were their sandwich signs proclaiming: "This theatre does not employ union operators." "Sound of Music" is in its sixth month at Paramount. . . . C. H. Scoggins, Film Transit, who has been critically ill at Baptist Hospital, is reported as greatly improved. . . . Vincent Danna, Jr., instructed Film Transit to begin servicing Skylark Drive-In, Clarksdale, Miss. Jack Lowrey announces that Main, Russellville, Ark., is now dark.

New discotheque go go dance, the Zorba, is being demonstrated outside N. Y.'s Cinema II, where "Zorba The Greek" is playing. Performed by Loy and Darrow here, it is based on folk dances in the film and is a current hit in Europe.

NEW HAVEN-HARTFORD

Columbia set Connecticut premiere of "Cat Ballou" for the downtown Roger Sherman, New Haven, Stanley Warner New England zone flagship, for Aug. 25. . . . In a rather unusual turn of booking developments, MGM's "The Sandpiper," which bowed some weeks ago at the downtown Paramount, New Haven, and suburban Center Drive-In, was set to follow extended engagement of Columbia's "The Collector" at General Cinema's deluxe Milford Cinema in the Connecticut Post Shopping Center. . . . The one-time Joe Faith circuit operated Luxor, Unionville, has been converted to a retail floor-covering outlet facility. . . . Mrs. Peter LeRoy, mother of Milton LeRoy, Blue Hills Drive-In, Bloomfield, president, was a patient at St. Francis Hospital, Hartford. . . . Sperie P. Perakos, vice-president and general manager, Perakos Theatre Associates, New Britain, met with Tom Grace, Eastwood, East Hartford, and John D'Amato, Elm, Elmwood, on late summer-early fall promotion activity. . . . F. E. Ferguson, Rivoli, Hartford, was a New York business visitor.

NEW ORLEANS

Herb Loeffler, new sales manager at Hodges Theatre Supply Co., will devote most of his time to staying in the field, while Mel Gadel, manager, sees to sales and other duties in the home office here. . . . H. P. Mosley, M.G.M. office manager reported "Clarence, The Cross-Eyed Lion," presented in its area premiere at the opening of the new suburban Lakeside, luxury first-run, is going over big at the house. . . . Norman Louvore, director of operations for Screen Gems which recently purchased New Orleans WVUE-TV, told the press while here on a brief stay that "there will be very little change at the station, at least as far as personnel are concerned." The new owners, Screen Gems Broadcasting Co., of Louisiana, are, according to Louvore, in the evaluation phase of takeover. He said the station would be refurbished, with plans for a larger and more modern plant being considered. Louvore said one major change was made on the staff; bringing in Douglas J. Elleson to replace DeAlton Neher, program director for some six years. Programming, he said, will undergo a big change, with full color planned. . . . Among the many first-run motion pictures which, in former years would have gotten a major downtown break and is now showing day and date at a number of neighborhood and drive-in theatres is Columbia's "Cat Ballou.". The highly acclaimed Western spoof opened in 20 situations last week. Another major pic to bypass the area's major theatres is MGM's "The Yellow Rolls Royce," which premiered at the new suburban Lakeside to packed houses. . . . Negroes successfully integrated the movie theatres in Bogalusa recently with no incidents reported.

SEATTLE

Top prize winners in the recent annual Variety golf tournament were Army Marion, Variety Club trophy and low gross prize; Joe Jefferson, low net trophy and prize; and in the women's divisions, Mrs. Dale Bennett was the top winner. . . . Mercedes McCambridge, up from Hollywoid for a run at the Cirque in "The Miracle Worker," fell ill from an undiagnosed ailment and had to leave the play's remaining two weeks and be flown to Los Angeles for treatment. . . . The Seattle premiere of "Help!," latest Beatle featurelenth movie, opened at the Orpheum as a benefit for the Variety Heart and Cancer Clinic of the Children's Orthopedic Hospital. A bloc of 400 seats were reserved at the performance for handicapped children, courtesy of Sterling Theatres and Capitol Records. Capitol also donated several hundred Beatle albums, which were sold at reduced prices in the theatre lobby, with proceeds of the sale going to the Variety Clinic. . . . Special events accompanied the Seattle premiere of "The Hallelujah Trial" at the Martin Cinerama. Preceding the opening, first-nighters heard a western attired vocal group sing western songs from the picture in the lobby. Another promotion was a "hitching post" in the parking lot behind the theatre, and any moviegoer riding a horse up to the theatre had free admittance. To further the western theme, theatre attendants are wearing Indian costumes.

WASHINGTON

Sam A. Galanty, mideastern and southern division sales manager, Columbia Pictures Corp., traveled to Charlotte and New Orleans for discussion of current and upcoming releases. Galanty will visit with circuit heads, independents, and branch personnel. Similar visits to Jacksonville and Atlanta will follow. . . . Delegates to the convention of the Women of the Motion Picture Industry, International, to be held in New York on Sept. 17-19, 1965, are Mrs. Catharine Murphy, president of the Washington, D. C., club, and Mrs. Patricia Gormley, second vice-president. Mrs. Eileen Olivier and Mrs. Sara Young were elected alternates. . . . Two girls from Adelaide, South Australia, Nola Gates and Melva McMahon, who are with Wests Theatre there, became interested in WOMPI by reading about it in the trade papers, so they decided to come to America and visit all the cities in which a WOMPI club is organized. They left Australia on May 27, landed in the U. S. on June 6 and are traveling across the country via bus, with a very tight schedule. They arrived in D. C. and highlighted their visit by sightseeing. After leaving Washington, the girls headed for New York. . . . Jerry Baker, managing director of RKO Keith's Theatre, sold advance opening day tickets for the latest Beatle picture, "Help."

PROGRESSIVE ELECTRIC
CONSTRUCTION CO. INC.
240 N. 13th ST. • PHILADELPHIA 7, PA.
*35 Years of Theatre Construction
and Maintenance*

CLARK TRANSFER, INC.

Terminals:

- BOSTON, MASS
818 Albany Street, Roxbury 617-268-4682
- NEW YORK, N. Y.
603 W. 46th Street . 212-246-0815
- NORFOLK, VA.
316 South Main Street 703-545-3832
- PHILADELPHIA, PA. (Executive Offices)
829 North 29th Street 215-232-3100
- RICHMOND, VA.
312 South 17th Street 703-648-6083
- TAMAQUA (HOMETOWN), PA. 717-668-1727
RD # 2
- WASHINGTON, D. C. 202-526-4800
3194 Bladensburg Road, N. E.

Seen at recent installation WOMPI officers, New Orleans, held at the Andrew Jackson Restaurant, which is owned by local exhibs Jules Sevin and E. T. Calonge, are, left to right, Mrs. Marie C. Berglund, installing officer; Mrs. Lillian Sherrick, president; the Rev. Father Kenneth Richard, guest speaker; and Helen Bila, immediate past president.

WB Records Names V-Ps

NEW YORK—J. K. (Mike) Maitland, president of Warner Bros. Records, Inc., has announced the election of five new vice-presidents by the record company's board of directors.

They are Joel M. Friedman, vice-president and director of merchandising and advertising; George Lee, vice-president and director of eastern operations; Mo Ostin, vice-president and general manager of Reprise Records; Joe Smith, vice-president and director of national promotion; and Ed West, vice-president and treasurer.

AA Omits Dividend

NEW YORK—At a meeting of the board of directors of Allied Artists Pictures, it was voted to omit the payment of the quarterly dividends on the 5-½ percent cumulative convertible preferred stock of the company, payable Sept. 15.

New Orleans WOMPI Aims Outlined By Prexy

NEW ORLEANS—"It is with pride and humility that I accept the part of the skipper of this WOMPI-ship. And in behalf of the staff of officers, we thank you for your vote of confidence.

"In accepting, I do so with the knowledge that the skipper is nothing without a crew—but I also know that with the wonderful crew we have, we can not fail to bring our ship into port next June with a great big cargo—a greater WOMPI image—and an outstanding service performance. With every WOMPI's continued support, it can not and will not be otherwise."

The foregoing message was delivered by Mrs. Lillian Sherrick in accepting the office of president at the Women of The Motion Picture Industry Club of New Orleans installation of officers. At the same time, the new president announced the club women's chosen slogan asserting, "Continued progress with cooperation and a full crew aboard our WOMPI ship."

And for a WOMPI prayer, Lillian suggested, "God give us sympathy and sense and keep our courage high, and keep us calm and confident. . . . And please, a twinkle in our eyes." A WOMPI song? She'll stick fast to the one of past years, "Getting To Know You."

With the WOMPI official calendar year starting July 1, the skipper and her crew proceeded to chart the service activities. The new project is the participation in the Community Volunteer Service Demonstration Project. Included in the repeating projects are the Christmas theatre party for underprivileged children; entertaining the senior ladies at St. Anna's Home once a month with games, prizes, and refreshments; a monthly party at Charity Hospital for psychiatric patients, with New Orleans' own youthful jazz band, the Honky Tonks, plus singers and dancers, providing entertainment; assisting in the community's TB, Easter seals, and cancer drives, and the seasonal rabies clinic and other drives; supplying food and distribution of Thanksgiving and Christmas baskets among the club's several adopted families; and the WOMPI International yearly sponsorship of a room at Will Roger's Memorial Hospital in Saranac Lake, N. Y.

For WOMPI International's 12th annual convention at the Astor Hotel in New York, Sept. 17-19, New Orleans will be co-hostesses with Atlanta, Jacksonville, and Memphis at a "southern breakfast."

Mrs. Jeraldine D. Harper of MPA is the newest crew member aboard the WOMPI ship. The present roster, according to Shirley Eagan, membership chairman, is the 56 active members and 15 associate members, plus 16 honorary members.

Magna Acquires Two

NEW YORK—Magna Pictures Distribution Corporation has obtained for domestic release, two of the most popular box office attractions on the European continent, it was announced by Joseph C. Emerson, executive vice-president.

"Mata Hari, Agent H-21," produced by Films Du Carrosse, directed by Jean-Louis Richard, and starring Jeanne Moreau, is a vivid story of the most controversial and mysterious character of the First World War.

The second picture, "Impossible on Saturday," was produced in Israel by Athos Films and directed by Alex Joffe. It features Robert Hirsch, who portrays 13 roles.

AND YOU'RE INVITED TO
PHILADELPHIA VARIETY CLUB—TENT 13
ANNUAL GOLF TOURNAMENT AND DINNER DANCE
FRIDAY, SEPTEMBER 17, 1965
Green Valley Country Club—Ridge Pike & Joshua Road, Lafayette Hills, Penna.
EVERYBODY WINS—FABULOUS PRIZES
For Golf—Gin Rummy
Door Prizes and Lovely Favors for the Ladies
Enjoy Green Valley's Famous Hors D'oeuvres and Cocktails 5 to 7 P.M.
Followed by a "Green Valley Dinner"—"Nuf Sed"....................
Marty Portnoy Orchestra
Tickets—Men's $15.00 each Ladies $10.00 each
Checks Made Out to Variety Club, and Mailed by September 4, are Eligible for a Special "Early Bird" Prize.
Table Reservations for 6 to 12 Persons Accepted.
We'll Line You Up A Golf Foursome if Alone.
Tee Off Time: 11:30 A.M. to 1:45 P.M.
SO COME—HAVE FUN—YOU'LL LOVE IT—WE PROMISE.
(This space contributed by NEW JERSEY MESSENGER SERVICE)

SERVISECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

MOTION PICTURE
EXHIBITOR
SHOWMEN'S TRADE REVIEW

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date, from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.

AUGUST 25, 1965
SECTION TWO
VOL. 74 NO. 5

FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy
CAR—Cartoon
COMP—Compilation
D—Drama
DOC—Documentary
MD—Melodrama
MU—Musical
W—Western
NOV—Novelty
TRAV—Travelogue

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinerama
CS—CinemaScope
DC—Deluxe Color
DS—Dyaliscope
EC—Eastman Color
MC—MetroColor
PC—Pathe Color
PV—Panavision
RE—Reissue
TC—Technicolor
TE—Technirama
TS—Techniscope
VV—VistaVision
C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and data of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

ALLIED ARTISTS — DISTRIBUTED DURING THE PAST 12 MONTHS

6414 **BLOOD ON THE ARROW**—W-91m.—(DC)—Dale Robertson, Martha Hyer, Wendell Corey—5237 (12-16-64)—Old Fashioned fast moving western

FOOL KILLER, THE—D-98.—Anthony Perkins, Edward Albert, Salome Jens — 5277 (4-28-65) — Off-beat drama can use special attention—Landau

6501 **MARA OF THE WILDERNESS**—D-90m.—(C)—Adam West, Linda Saunders—5293 (6-23-65)—Outdoor adventure is okay family program entry

6410 **MASTER SPY**—D-71m.—Stephen Murray, June Thorburn5209 (9-2-64)—Fair programmer—English-made

6407 **NAKED KISS, THE**—D-92m.—Constance Towers, Anthony Eisley—5227 (11-4-64)—Fair Adult Programmer

6543 **PAWNBROKER, THE**—D-114m.—Rod Steiger, Geraldine Fitzgerald—5273 (4-14-65)—Shatteringly powerful drama heightened by superb acting—Landau

6405 **SECRET DOOR, THE**—MD-72m.—Robert Hutton, Sandra Dorne—5209 (9-2-64)—Spy yarn for program—English-made

6411 **STATION SIX SAHARA**—D-99m.—Carroll Baker, Peter Van Eyck—5197 (8-19-64)—Interesting drama—Filmed abroad

6509 **TICKLE ME**—MU-90m.—(PV; DC)—Elvis Presley, Jocelyn Lane—5293 (6-23-65)—Loads of songs and gals brighten Presley starrer

6542 **UMBRELLAS OF CHERBOURG, THE**—NOV.—90m.—(C)—Catherine Deneuvre—5243 (12-30-64)—Unusual treatment for ordinary love story—French-made; English titles—Landau

6506 **YOUNG DILLINGER**—MD-102m.—Nick Adams, Mary Ann Mobley—5277 (4-28-65)—Typical crime does not pay meller

COMING

ANKLES AWAY—Kenneth Moore
BIKINI PARADISE—(EC)—Janette Scott, Keiron Moore
BLOOD AND BLACK LACE—(TC)—Cameron Mitchell
CITY OF FEAR—Terry Moore
COUNTRY MUSIC CARAVAN—(EC;MTP70)—Ernest Tubbs
CURSE OF THE VOODOO—
ESCAPE BY NIGHT—Terence Longdon, Jennifer Jayne—English
FRANKENSTEIN MEETS THE SPACE MONSTERS—
FINGER ON THE TRIGGER—Rory Calhoun
GUNMEN OF THE RIO GRANDE—Guy Madison
GENTLE RAIN, THE—(C)—Christopher George
HOT SPY, COLD CORPSE—Kerwin Mathews
HUMAN DUPLICATORS—George Nader
LIFE IN DANGER, A—Derrin Nesbitt, Julie Hopkins
MAGIC WEAVER, THE—(C)—Fairy Tale
MUTINY IN OUTER SPACE—William Leslie
OPERATION C.I.A.—Burt Reynolds
OSS 117—Irina Demich, Nadia Sanders
PIE IN THE SKY—Lee Grant, Richard Bray
RACING FEVER—(C)—Joe Morrison, 8arbara Bigert
TAFFY AND THE JUNGLE HUNTER—(TC)—Jacques 8ergerac, Manuel Padula
TENNESSEE JAMBOREE—(EC)—Jim Reeves, Ernest Tubbs

AMERICAN INTERNATIONAL — DISTRIBUTED DURING THE PAST 12 MONTHS

6417 **ATRAGON**—MD-88m.—(Colorscope)—Japanese cast—5245 (1-20-65)—Good action import for program—Japanese-made

6503 **BEACH BLANKET BINGO**—CMU-98m.—(P.V.;PC))—Frankie Avalon, Annette Funicello, Deborah Walley—5285 (5-26-65)—Teeners will enjoy latest beach bash

6410 **CONQUERED CITY**—M-91m.—David Niven, Bem Gazzara, Lea Massari—5257 (3-3-65)—Wartime meller has names to help—Filmed abroad

A13 **DIARY OF A BACHELOR**—NOV-88m.—William Traylor, Dagne Crane—5217 (10-7-64)—Fair sexploitation entry

412 **GODZILLA VS THE THING**—FAN-90m.—(Colorscope; PC)—Japanese cast—5213 (9-23-64)—Japanese fairy tale of monsters aimed at juveniles—Japanese-made; dubbed in English

6506 **GO GO MANIA**—MU-70m.—(TS;TC)—The Beatles, The Animals, Hermans Hermits—5285 (5-26-65)—Musical strictly for teens—English made

6509 **HOW TO STUFF A WILD BIKINI**—CC-93m.—(PV; PC)—Annette Funicello, Dwayne Hickman, Brian Donlevy—5301 (7-21-65)—Another wild entry for younger set

403 **LAST MAN ON EARTH, THE**—MD-86m.—Vincent Price—5241 (12-30-64)—Fascinating horror entry—Italian-made

6501 **LOST WORLD OF SINBAD, THE**—MD-90m.—(C; Wide Screen)—Toshiro Mifune—5261 (3-17-65)—Fair import has potential—Japanese-made; dubbed in English

6411 **OPERATION SNAFU**—C-93m.—Alfred Lynch, Sean Connery, Ann Beach—5257 (3-3-65)—Cute British service comedy—English-made

416 **PAJAMA PARTY**—CMU—83m.—(PV; PC)—Tommy Kirk, Annette Funicello, Elsa Lanchester—5229 (11-18-64)—Good for teens and family crowd

SERGEANT DEADHEAD—CMU—90m.—(PV; PC)—Frankie Avalon, Deborah Walley, Fred Clark—5309 (8-18-65)—Cute teen comedy has angles to help

6508 **SKI PARTY**—MUC-90m.—(PV; PC)—Frankie Avalon, Deborah Walley, Dwayne Hickman—5293 (6-23-65)—Another gem for teen-agers

6505 **SWINGERS' PARADISE**—C-83m.—(C)—Cliff Richard, Susan Hampshire—5305 (8-4-65)—Fair comedy for program—English-made

6416 **TABOOS OF THE WORLD**—DOC. 97m.—(C)—Narration by by Vincent Price—5273 (4-14-65)—Outstanding, at times shocking, novelty

407 **TIME TRAVELERS, THE**—SFD-82m.—(C)—Preston Foster. Merry Anders—5225 (11-4-64)—Good science fiction entry

6419 **TOMB OF LIGEIA**—MD-81m.—(PC; PV)—Vincent Price Elizabeth Shepherd—5253 (2-17-65)—Good horror entry—English-made

404 **UNEARTHLY STRANGER**—MD-68m.—John Neville—5241 (12-30-64)—Original sci-fi entry is well done—English-made

408 **VOYAGE TO THE END OF THE UNIVERSE**—D-81m.—Dennis Stephans—5213 (9-23-64)—Science fiction programmer

6504 **WAR-GODS OF THE DEEP**—MD-85m.—(Colorscope)—Vincent Price, Tab Hunter, Susan Hart—5293. (6-23-65)—Good programmer

. . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

A

Across The River		Misc.
Adventures Of Scaramouche	A2	Emb
• Alfie		Par.
• After The Fox		UA
• Apache Uprising		Par.
Agent 8¾	A3	Cont.
• Agony And The Ecstasy, The ...	A2	Fox
• Alphabet Murders, The		MGM
Americanization of Emily, The .	B	MGM
Amorous Adventure Of Moll Flanders	B	Par.
• And Now Miguel		U
And So To Bed		For.
Andy	A3	U
• Ankles Away		AA
• Apache Gold	A1	Col.

PLEASE NOTE . . .

This SERVISECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF

Apache Rifles	A1	Fox
Ape Woman, The	A3	Emb.
• Arabesque		U
Arizona Raiders, The	A2	Col.
• Around the World Under the Sea		MGM
Art of Love	A2	U
Atragon	A1	A-I
Awful Dr. Orlof, The		For.

B

Baby, The Rain Must Fall	A2	Col.
Back Door To Hell	A2	Fox
Bambole	C	For.
Banana Peel	A3	For.
• Bang! You're Dead		AI
• Battle of the Bulge		WB
Battle of Ilia Florita, The	A3	WB
Bay Of Angels	A3	For.
Beach Blanket Bingo	A2	AI
Behold A Pale Horse	A2	Col.
Bebo's Girl	A3	Cont.
• Bedford Incident, The		Col.
Before the Revolution		For.
• Big Hand for the Little Lady, A		WB
• Bikini Paradise		AA
• Billie		UA
• Billy The Kid Vs Dracula		EMB
Black Spurs	A2	Par.
Black Torment, The		For.
• Blindfold		U
• Blood And Black Lace	B	AA
Blood On The Arrow	A2	AA
• Boeing—Boeing		Par.
• Born Free		Col.
Bounty Killer, The		EMB
Boy Ten Feet Tall, A	A1	Par.
Brain, The		For.
Brainstorm	A3	WB
• Brigand of Kandahar, The		Col.
• Buddha	A3	Misc.
• Bullwhip Griffin		BV
• Bunny Lake Is Missing		Col.
Bus Riley's Back In Town	A3	U
Bus, The		Misc.

C

• Cabriola		Col.
Caddy, The-Re	A1	Par.
Carry On Spying		For.
Casabian		For.
Casanova '70		Emb.
Castle Of Blood		Misc.
• Cast A Giant Shadow		UA
• Centurions, The		Col.
Cat Ballou	A2	Col.
• Chase, The		Col.
Cheyenne Autumn	A1	WB
• Chinese Adventures In China		UA
• Cincinnati Kid, The		MGM
Circle of Love	C	Cont.
• City In The Sea		AI
• City Of Fear		AA
Clarence The Cross-Eyed Lion	A1	MGM
Cleopatra	B	Fox
Code 7, Victim 5	A3	Col.
Collector, The	A4	Col.
• Congo Vivo		Col.
• Convict Stage	A2	Fox
Conquered City	A1	A-I
Contempt	C	Emb.
Cool World, The	A4	Misc.
• Country Music Caravan		AA
Crack In The World	A2	Par.
• Crack Of The Whip		WB
• Curse Of The Fly, The	A2	Fox
Curse of the Mummy's Tomb, The	A2	Col.
Curse of The Stone Hand		Misc.
• Curse of the Voodoo		AA

D

Dark Intruder	A2	U
Darling		Emb.
Dear Brigitte	A1	Fox
Dear Heart	A3	WB
• Devils of Darkness	B	Fox
Diary Of A Bachelor	B	AI
Diary of a Chambermaid, The	B	For.
Die, Die, My Darling	A3	Col.
• Die, Monster, Die		A-I
Dingaka	A3	Emb.
Disorderly Orderly, The	A1	Par.
• Do Not Disturb		Fox
• Dr. Goldfoot And The Bikini Machine		AIP
Dr. Terror's House Of Horrors	A2	Par.
• Doctor Zhivago		MGM
• Don't Worry, We'll Think Of A Title		UA

E

Earth Dies Screaming, The	A1	Fox
East Of Sudan	A1	Col.
Eleanor Roosevelt Story, The		Misc.
• El Greco		Fox
Emil And The Detectives	A1	BV
• Epitaph For A Spy		AI
• Escape By Night	A2	AA
Eva	C	For.
Eye Of The Needle, The		For.

F

Face of the Screaming Werewolf		Misc.
Fail Safe	A2	Col.

6502 **WAR OF THE ZOMBIES, THE**—MD-85m.—(C; S)—John Drew Barrymore, Susi Andersen—5281 (5-12-65)—Another Italian spectacle for the program—Italian-made; dubbed in English

TO BE REVIEWED

BANG! YOU'RE DEAD—Brett Halsey, Pier Angeli, Dana Andrews
DIE, MONSTER, DIE—(C;S)—Boris Karloff
DR. GOLDFOOT AND THE BIKINI MACHINE—(PV; C)—Vincent Price, Frankie Avalon
EPITAPH FOR A SPY—Dana Andrews, Pier Angeli
FRANKENSTEIN MEETS THE GIANT DEVIL FISH—Nick Adams
NAVAJO RUN—Johnny Seven, Virginia Vincent
PLANET OF BLOOD, THE—(TC; S)—Barry Sullivan, Susan Hart
UNDER AGE—Anne MacAdams, Roland Royter

BUENA VISTA

DISTRIBUTED DURING THE PAST 12 MONTHS

160 **EMIL AND THE DETECTIVES**—C-99m.—(TC)—Walter Slezak, Bryan Russell—5221 (10-21-64)—Engaging Disney comedy for family and young viewers in particular—Filmed in Germany
157 **MARY POPPINS**—MUC-140m.—(TC)—Julie Andrews, Dick Van Dyke—5209 (9-2-64)—Colorful, pleasant entertainment from Disney
MONKEY'S UNCLE, THE—C-87m.—(TC)—Tommy Kirk, Annette, Leon Ames—5305 (8-4-65)—Fair Disney family-type comedy
158 **SO DEAR TO MY HEART**—CD-82m.—(TC)—Burl Ives, Luana Patton, Bobby Driscoll—5217 (10-7-64)—Reissue has wealth of selling opportunities—Reissue
TATTOOED POLICE HORSE, THE—D-48m.—(TC)—Sandy Sanders, Shirley Skiles—5225 (11-4-64)—Interesting featurette
THOSE CALLOWAYS—D—131m.—(TC)—Brian Keith, Vera Miles, Brandon de Wilde—5229 (11-18-64)—Interesting outdoor drama could use a bit of editing

TO BE REVIEWED

BULLWHIP GRIFFIN—(TC)—Suzanne Pleshette, Karl Malden, Roddy McDowall
FOLLOW ME, BOYS—(TC)—Fred MacMurray, Vera Miles, Charlie Ruggles
JUNGLE BOOK, THE—(TC)—Cartoon Feature
LT. ROBIN CRUSOE, U.S.N.—(TC)—Dick Van Dyke, Nancy Kwan
THAT DARN CAT—(TC)—Hayley Mills, Dean Jones
UGLY DACHSHUND, THE—(TC)—Dean Jones, Suzanne Pleshette

COLUMBIA

DISTRIBUTED DURING THE PAST 12 MONTHS

ARIZONA RAIDERS—W-88m.—(TC; TS)—Audie Murphy, Gloria Talbott—5305 (8-4-65)—Good western entry with color added
65015 **BABY, THE RAIN MUST FALL**—D-100m.—Lee Remick, Steve McQueen—5245 (1-20-65)—Good drama suffers from some slow spots
65004 **BEHOLD A PALE HORSE**—D-118m.—Gregory Peck, Anthony Quinn—5197 (8-19-64)—Off-beat drama is well made—Filmed abroad
65026 **CAT BALLOU**—CW-96m.—(C)—Jane Fonda, Lee Marvin, Michael Callan—5281 (5-12-65)—Off-beat western is cute and comic
65011 **CODE 7, VICTIM 5**—MD—88m.—(TS; TC)—Lex Barker, Ann Smyrner—5229 (11-18-64)—Good program entry—Filmed in South Africa
COLLECTOR, THE—D-119m.—(C)—Terence Stamp, Samantha Eggar—5285 (5-26-65)—Intriguing, off-beat drama
65009 **CURSE OF THE MUMMY'S TOMB, THE**—MD-81m.—(TS; TC)—Terence Morgan—5249 (2-3-65)—Exploitable horror entry—English-made
65020 **DIE, DIE, MY DARLING**—MD-97m.—(EC)—Tallulah Bankhead, Stefanie Powers, Maurice Kaufman—5273 (4-14-65)—Good suspense shocker for horror fans—English-made
65013 **EAST OF SUNDAN**—MD-84m.—(TS; TC)—Anthony Quale, Sylvia Syns—5253 (2-17-65)—Well made escape yarn has Kipling flavor—English-made
65005 **FAIL SAFE**—D-111m.—Henry Fonda, Don O'Herlihy—5213 (9-23-64)—Shattering topical drama deserves widest audience
65008 **FINEST HOURS, THE**—DOC.-114m.—(C)—Narrated by Orson Welles—5217 (10-7-64)—Highly interesting documentary on Sir Winston Churchill ranks with best—English-made
65012 **FIRST MEN IN THE MOON**—MD-103m.—(PV; Lunacolor)—Edward Judd, Lionel Jeffries, Martha Hyer—5221 (10-21-64)—Good science fiction entry—Filmed in England
66002 **GENGHIS KHAN**—MD-124m.—(PV; C) Omar Sharif, Stephen Boyd, James Mason, Francoise Dorleac—5277 (4-28-65)—Impressive adventure entry—Filmed abroad
65010 **GORGON, THE**—MD-83m.—(EC)—Peter Cushing, Christopher Lee—5249 (2-3-65)—Okay horror entry—English-made
HARVEY MIDDLEMAN, FIREMAN—C-75m.—(C)—Gene Troobnick, Hermione Gingold—5301 (7-21-65)—Simple, amusing offering has satiric bite
714 **LAWRENCE OF ARABIA**—D-222m.—(PV; TC)—Peter O'Toole, Alec Guinness, Anthony Quinn—5005 (12-19-62)—Top ranking adventure epic is loaded with potential
65006 **LILITH**—D-114m.—Warren Beatty, Jean Seberg, Peter Fonda, Kim Hunter—5213 (9-23-64)—Sensuous, brooding drama of mental turmoil
66001 **LORD JIM**—D-154m.—(Super Panavision 70; (TC)—Peter O'Toole, James Mason, Curt Jurgens, Daliah Lavi—5257 (3-3-65)—Conrad novel makes for fascinating adventure—Filmed abroad
65017 **LOVE HAS MANY FACES**—D-105m.—(EC)—Lana Turner, Cliff Robertson, Hugh O'Brian—5253 (2-17-65)—Highly lavish tale for the ladies
65018 **MAJOR DUNDEE**—MD-124m.—(PV; EC)—Charlton Heston, Richard Harris, Senta Berger—5261 (3-17-65)—Entertaining, action-packed chase film
65016 **OUTLAWS IS COMING, THE**—C-89m.—Three Stooges, Nancy Kovack—5245 (1-20-65)—Okay entry for kiddie and family trade
THESE ARE THE DAMNED—D-77m.—(Hammerscope)—Macdonald Carey, Shirley Anne Field, Viveca Lindfors—5301 (7-21-65)—Adequate supporting fare—English-made
66004 **SHIP OF FOOLS**—D—150m.—Vivien Leigh, Simone Signoret, Jose Ferrer—5281 (5-12-65)—A shipload of strangers on a voyage provides interesting film fare .
65021 **SYNANON**—D-107m.—Edmond O'Brien, Chuck Connors, Stella Stevens, Alex Cord—5282 (5-12-65)—Gripping, well-made drama on effort to aid drug addicts
65014 **WORLD WITHOUT SUN**—DOC-93m.—(C)—Produced by Jacques-Yves Cousteau—5241 (12-30-64)—Fairly interesting under-sea documentary

COMING

APACHE GOLD—(CS; C)—Lex Barker
BUNNY LAKE IS MISSING—(PV)—Laurence Olivier Carol Linley—English-made
BEDFORD INCIDENT, THE—Richard Widmark, Sidney Poitier, James MacArthur
BORN FREE—(PV; C)—Bill Travers, Virginia McKenna
BRIGAND OF KANDAHAR, THE—(C)—Ronald Lewis, Yvonne Romain, Oliver Reed
CABRIOLA—(C)—Marisol, Angel Peralta—Spanish-made
CENTURIONS, THE—(PV; C)—Anthony Quinn, Claudia Cardinale
CHASE, THE—(PV; C)—Marlon Brando, Jane Fonda
CONGO VIVO—Jean Sebastian, Bachir Toure
FOG—(EC)—John Neville, Donald Houston—English-made
GREAT SIOUX MASSACRE, THE—Joseph Cotten
HEROES OF TELEMARK—(PV; C)—Kirk Douglas, Richard Harris
KING RAT—George Segal, Tom Courtenay, James Fox
LIFE AT THE TOP—Laurence Harvey, Jean Simmons—English-made
LITTLE PRINCE AND THE EIGHT-HEADED DRAGON, THE—(S; C)—Japanese-Made Feature Cartoon
MAGIC WORLD OF TOPO GIGIO, THE—(C)—The Italian Mouse
MICKEY ONE—Franchot Tone, Hurd Hatfield, Alexandra Stewart
NIGHT OF THE TIGER, THE—(C)—Chuck Connors
PLAYBOY—(C)—Tony Curtis
PLAY IT COOLER—Anthony Newly, Anne Aubrey
SENILITA—Anthony Franciosa, Claudia Cardinale
SILENCERS, THE—(PV; C)—Dean Martin, Stella Stevens
TREASURE OF SILVER LAKE—(CS; C)—Lex Barker
WATCH IT, SAILOR—Dennis Price Marjorie Rhodes
WINTER A-GO-GO—James Stacy, Jill Donohue
YOU MUST BE JOKING—Michael Callan, Terry-Thomas-English-made

CONTINENTAL (WALTER READE-STERLING, INC.)

AGENT 8¾—C-98m.—(C)—Dirk Bogarde, Sylva Koscina—5301 (7-21-65)—Amusing espionage entry—English-made
BEBO'S GIRL—D-94m.—Claudia Cardinale, George Chakiris—5237 (12-16-64)—Fair import—Italian-made; English titles
CIRCLE OF LOVE—D-105m.—(EC)—Jane Fonda, Maurice Ronet, Catherine Spaak—5269 (3-31-65)—Affairs of the bedroom best suited for adult art and exploitation spots—Filmed abroad; dubbed in English
LOVE GODDESSES, THE—COMP.-82m.—Stars of yesteryear—5258 (3-3-65)—Exploitable, moderately successful compilation of film clips
LUCK OF GINGER COFFEY, THE—D-100m.—Robert Shaw, Mary Ure—5217 (10-7-64)—Good entry for art and specialty spots—Filmed in Canada
MEDITERRANEAN HOLIDAY—TRAV-128m.—(CS; TC)—Narration by Burl Ives—5221 (10-21-64)—Excellent travelogue
RATTLE OF A SIMPLE MAN—CD-96m.—Harry H. Corbett, Diane Cilento—5237 (12-16-64)—Good entry for adult art house audiences—English-made
SLAVE TRADE IN THE WORLD TODAY—DOC.-86m.—(EC)—Produced by Meleno Malenotti—5233 (12-3-64)—Interesting documentary—Filmed abroad

COMING

OMICRON—Renato Salvatori
TIME OF INDIFFERENCE—Claudia Cardinale, Shelley Winters, Rod Steiger
WORLD'S GREATEST SWINDLES—International Cast

EMBASSY

ADVENTURES OF SCARAMOUCHE, THE—MD-98m.—(C)—Gerard Barray, Gianna Maria Canale—5233 (12-3-64)—Okay swashbuckler for the program—French-Italien mede; dubbed in English
APE WOMAN, THE—CD-97m.—Ugo Tognazzi, Annie Girardot—5210 (9-2-64)—Okay art house fare—Italian-made; English titles
BOUNTY KILLER, THE—W-92m.—(TC; Techniscope)—Dan Duryea, Rod Cameron, Audrey Dalton—5294 (6-23-65)—Okay western program
CASANOVA '70—C-113m.—(C)—Marcello Mastroianni, Virna Lisi—5305 (8-4-65)—Fun and romance Italian style Italian-made; English titles.
CONTEMPT—D-99m.—(C-FS)—Brigitte Bardot, Jack Palance, Michel Piccoli—5218 (10-7-64)—Uneven effort has highbrow appeal, Bardot name—French-made
DARLING—D—122m.—Laurence Harvey, Dirk Bogarde, Julie Christie—5309 (8-18-65)—Intriguing entry for adults—English-made
DINGAKA—MD-98m.—(C)—Stanley Baker, Juliet Prowse—5285 (5-26-65)—Off beat tale of African native's search for vengeance is okay programmer—Filmed abroad
FASCIST, THE—CD-102m.—Ugo Tognazzi, Georges Wilson—5297 (7-7-65)—Amusing tale of ironies of war—Italian-made; English titles
HOUSE IS NOT A HOME, A—MD-95m.—Shelley Winters, Robert Taylor, Cesar Romero—5197 (8-19-64)—Exploitable meller based on madam's memoirs
IL SUCCESSO—D-103m.—Vittorio Gassman, Anouk Aimee—5286 (5-26-65)—Interesting Import—Italian-made; English titles
KIMBERLEY JIM—D-82m.—(WS; C)—Jim Reeves, Madeleine Usher—5278 (4-28-65)—Pleasant programmer—Filmed abroad
LET'S TALK ABOUT WOMEN—CD-109m.—Vittorio Gassman—5218 (10-7-64)—Title reveals all and men should like what they see—Italian-made; English titles
MARRIAGE ITALIAN STYLE—D-102m.—(EC)—Sophia Loren, Marcello Mastroianni—5241 (12-30-64)—Interesting Import with potent names—Italian-made; English titles
ONLY ONE NEW YORK—DOC.-75m.—Narrated by Norman Rose—5218 (10-7-64)—Absorbing, well-made documentary
PASSIONATE THIEF, THE—C-100m.—Anna Magnani, Ben Gazzare, Toto—5210 (9-2-64)—Offbeat comic Import is fun for art spots—Italian-made; dubbed in English
REQUIEM FOR A GUNFIGHTER—W-91m.—(TS; TC)—Rod Cameron, Stephen McNally—5297 (7-7-65)—Fair western
SANTA CLAUS CONQUERS THE MARTIANS—FAN—80m.—(EC)—Leonard Hicks, John Call—5230 (11-18-64)—Cute seasonal entry for the kiddies
SEASIDE SWINGERS—CMU-94m.—(CS; TC)—John Leyton, Mike Sarne, Freddie and the Dreamers—5289 (6-9-65)—Amusing programmer aimed at teens—English-made
SECRET OF MAGIC ISLAND, THE—NOV-63m.—(EC)—Narration by Philip Tonken—5278 (4-28-65)—Cute bit of fluff strictly for kiddies—French-made
THREE PENNY OPERA—MU-83m.—(EC)—Curt Jurgens, Hildegarde Neff, Sammy Davis Jr.—5237 (12-16-64)—Mediocre film of famous stage offering—German-made; dubbed in English

COMING

BILLY THE KID VS DRACULA—(C)—John Carradine, Chuck Courtney
GITI—(WS; TC)—Jack Chaplain, Heather North
ITALIANO BRAVA GENTE—Arthur Kennedy, Peter Falk
LITTLE NUNS, THE—Catherine Spaak—Italian-made
PARANOIA—Marcello Mastroianni, Catherine Speak
TENTH VICTIM, THE—Marcello Mastroianni, Ursula Andress, Elsa Martinelli
VILLAGE OF THE GIANTS—(EC)—Tommy Kirk, Charla Doherty

MGM

DISTRIBUTED DURING THE PAST 12 MONTHS

508 **AMERICANIZATION OF EMILY, THE**—CD-115m.—James Garner, Julie Andrews, Melvyn Douglas—5225 (11-4-64)—Solid entertainment for edult eudiences
6519 **CLARENCE, THE CROSS-EYED LION**—C-98m.—(MC)—Marshall Thompson, Betsy Drake—5254 (2-17-65)—Whimsical farce is fine family offering
512 **GET YOURSELF A COLLEGE GIRL**—CMU-86m.—(MC)—Mary Ann Mobley, Chad Everett, Willard Waterman—5233 (12-3-64)—Wetusi dence fling for teenagers
6518 **GIRL HAPPY**—CMU-96m.—(PV; MC)—Elvis Presley, Shelley Fabares—5246 (1-20-65)—Okay Presley entry
6522 **GUNFIGHTERS OF CASA GRANDE**—W-92m.—(CS;MC)—Alex Nicol, Diana Lorys—5274 (4-14-65) Big scale western lacking in names—Filmed abroad
6521 **HERCULES, SAMSON AND ULYSSES**—MD-85m.—(EC)—Kirk Morris, Richard Lloyd—5282 (5-12-65)—Italian-made spectacle with legendary heroes—Italian-made; dubbed in English
455 **HOW THE WEST WAS WON**—D-152m.—(CN; TC)—James Stawart, Debbie Reynolds, George Peppard, others—4997 (11-21-62)—The greatest western spectecle; tops them ell
6523 **HYSTERIA**—MD-86m.—Robert Webber, Lelia Goldoni—5269 (3-31-65)—Muddled meller for program—English-made
6524 **JOY IN THE MORNING**—D-103m.—(MC)—Richard Chamberlain, Yvette Mimieux—5261 (3-17-65)—Romantic drama should have strong appeal for young adults
506 **JOY HOUSE**—MD-98m.—(Frenscope)—Jane Fonda, Lola Albright, Alain Delon—5225 (11-4-64)—Okey adult programmer—Made in France
LAUREL AND HARDY'S LAUGHING '20's—COMP—91m.—Laurel and Hardy—5309 (8-18-65)—Nostalgic Robert Youngson compilation of old comedies provides laughs
515 **LILI**—D-81m.—(TC)—Leslie Caron, Mel Ferrer, Jean Pierre Aumont—5226 (11-4-64)—Reissue of high rating romantic drama for class and art spots—Reissue
6501 **MGM'S BIG PARADE OF COMEDY**—COMP.—89m.—MGM starts—5210 (9-2-64)—Sell the names and nostalgia
6511 **MURDER AHOY**—CMD-93m.—Margaret Rutherford, Lionel Jeffries—5214 (9-23-64)—Agatha Christie and Margaret Rutherford 'ave a go et murder again—English-made
6601 **MURDER MOST FOUL**—90m.—(PV)—Margaret Rutherford, Ron Moody—5198 (8-19-64)—Margaret Rutherford and Agatha Christie ride again
358 **MUTINY ON THE BOUNTY**—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Terita—4998 (11-21-62)—High rating adventure entry
6504 **OF HUMAN BONDAGE**—D-98m.—Kim Novak, Laurence Harvey—5214 (9-23-64)—Remake of Maugham classic aided by names—Made in England
6529 **OPERATION CROSSBOW**—D-116m.—(PV; MC)—Sophia Loren, George Peppared, Trevor Howard—5274 (4-14-65)—Well-made, exciting tale of espionage in war
6507 **OUTRAGE, THE**—97m.—(PV)—Paul Newman, Claire Bloom, Laurence Harvey—5219—(10-7-64)—Top cast adds interest to "search for truth" dreme
6502 **QUO VADIS**—HISD-168m.—(TC)—Robert Taylor, Deborah Kerr—5214 (9-23-64)—Topnotch epic reissue—Filmed in Italy
6514 **QUICK BEFORE IT MELTS**—C-98m.—(PV; MC)—George Maharis, Anjanette Comer, Robert Morse—5238 (12-16-64)—Amusing comedy
6516 **ROUNDERS, THE**—C-85m.—(PV; MC)—Glenn Ford, Henry Fonda—5246 (1-20-65)—Adult western horse story
6520 **SANDOKAN THE GREAT**—MD-110m.—(TS; TC)—Steve Reeves—5274 (4-14-65)—Action packed jungle adventure—Italian-made; dubbed in English
SANDPIPER, THE—D-116m.—(PV; MC)—Elizabeth Taylor, Richard Burton—5297 (7-7-65)—Lush Taylor-Burton love story is boxoffice natural
6526 **SHE**—MD-106m.—(CS; TC)—Ursula Andress, John Richardson—5274 (4-14-65)—Large scale film version of famous novel is exploitable—English-made
6515 **SIGNPOST TO MURDER**—D-79m.—(PV)—Stuart Whitman, Joanne Woodward—5238 (12-16-64)—Bizarre whodunit for program—English-mede
513 **36 HOURS**—D-115m.—(PV)—James Garner, Rod Taylor, Eva Marie Saint—5233 (12-3-64)—Interesting drama
VICE AND VIRTUE—MD—103m.—Annie Girardot, Catherine Deneuve, Robert Hossein—5262 (3-17-65)—Nazis in occupied France subject of strong Roger Vadim film—French-made; dubbed in English
YELLOW ROLLS-ROYCE, THE—122m.—(MC; PV)—Rex Harrison Shirley MacLaine, Ingrid Bergman, Omar Shariff—5246 (1-20-65)—Names should make this episodic offering a boxoffice natural—English-made
6517 **YOUNG CASSIDY**—D-110m.—(TC)—Rod Taylor, Flora Robson—5258 (3-3-65)—Fine drama for discriminating audiences—Made in England
505 **YOUNG LOVERS, THE**—D-108m.—Peter Fonda, Sharon Hugueny, Nick Adams—5222 (10-21-64)—Adult drama of college love should attract.
509 **YOUR CHEATIN' HEART**—MUd-99m.—(PV)—George Hamilton, Susan Oliver, Red Buttons—5222 (10-21-64)—Country music entry is feir programmer
6525 **ZEBRA IN THE KITCHEN**—CD-93m.—(MC)—Jay North, Martin Milner, Joyce Meadows—5262 (3-17-65)—Okay family picture especially for kid matinees

COMING

ALPHABET MURDERS, THE—Tony Randall, Anita Ekberg—English-made
AROUND THE WORLD UNDER THE SEA—(Panavision 65, MC)—Lloyd Bridges, Brian Kelly, Shirley Eaton
CINCINNATI KID, THE—(MC)—Steve McQueen, Tuesday Weld, Ann-Margret
DOCTOR ZHIVAGO—(PV; MC)—Omar Sharif, Rita Tushingham, Tom Courtenay, Alec Guinness
HARUM SCARUM—(PV; MC)—Elvis Presley, Mary Ann Mobley
HILL, THE—Sean Connery, Michael Redgrave
HOTEL PARADISO—(PV; C)—Alec Guinness, Gina Lollobrigida
LIQUIDATOR, THE—(PV; MC)—Rod Taylor, Trevor Howard, Jill St. John—English-made
LADY L—(PV)—Sophia Loren, Paul Newman, David Niven
LOVED ONE, THE—(PV)—Robert Morse, Jonathan Winters, Anjanette Comer

Family Jewels, The	A1	Par.
Fanny Hill		For.
›Fantastic Voyage		Fox
Fascist, The		EMB.
Fate Is The Hunter	A1	Fox
Father Goose	A1	U
Ferry Cross The Mercey	A1	UA
•Finger On The Trigger		AA
•Fine Madness, A		WB
Finest Hours, The	A1	Col.
First Men In The Moon	A1	Col.
Flesh Eaters, The		Misc.
•Flight Of The Phoenix, The		Fox
Flower Drum Song-Re	A2	U
Fluffy	A1	U
›Fog		Col.
›Follow Me, Boys		BV
Fool Killer, The	A2	AA-Landau
Fort Courageous	B	Fox
Four Days In November	A1	UA
•Frankenstein Meets The Giant Devil Fish		A-I
•Frankenstein Meets the Space Monsters		AA
•Frankie and Johnny		UA

G

Genghis Khan	A3	Col.
•Gentle Rain, The		AA
Get Yourself A College Girl	B	MGM
•Ghost And Mr. Chicken, The		U
Girl Happy	B	MGM
Girl With Green Eyes	A4	For.
Girls On The Beach	B	Par.
•Giti	A1	EMB
Glory Guys, The	A2	UA
Go-Go Big Beat		For.
Go Go Mania	A1	A-I
Godzilla Vs The Thing	A1	AI
Goldfinger	A3	UA
Goodbye Charlie	A3	Fox
Gorgon, The	A2	Col.
Great Race, The	A1	WB
•Great Sioux Massacre, The	A2	Col.
Greatest Story Ever Told, The	A1	UA
Group The		UA
Guide, The	A3	For.
Gunfighters, At Casa Grande	A2	MGM
•Gunmen Of The Rio Grande		AA
•Gunpoint		U
Guns At Batasi	A3	Fox
Guns Of August	A1	U

H

Hallelujah Trail, The	A1	UA
Hamlet	A1	WL
•Harum Scarum		MGM
Harlow	B	Mis
Harlow	A3	Par.
Harvey Middleman, Fireman	A2	Col.
Having A Wild Weekend	A3	WB
•Hawaiian Paradise		Par.
•Hawaii		UA
Help!		UA
Hercules, Samson And Ulysses	A1	MGM
Hercules vs The Giant Warriors		For.
•Heroes Of Telemark		Col.
High Infidelity	C	For.
High Wind In Jamaica, A	A2	Fox
•Hill The		MGM
Horrible Dr. Hichcock, The		For.
Horror Of It All, The	A2	Fox
•Hot Spy, Cold Corpse		AA
•Hotel Paradiso		MGM
House Is Not A Home, A	B	Emb.
How To Murder Your Wife	A3	UA
How To Stuff A Wild Bikini	B	A-I
How The West Was Won	A1	MGM
•Human Duplicators		AA
Hush, Hush, Sweet Charlotte	A3	Fox
Hysteria	A3	MGM

I

I Saw What You Did	A3	U
I'll Take Sweden	B	UA
Il Successo	A3	EMB
Image Of Love	C	Misc.
Imitation Of Life-Re	A3	U
• Incident At Phantom Hill, The	A1	U
In Harm's Way	B	Par.
Inheritance, The		Misc.
•Inside Daisy Clover		WB
•Italiano Brava Gente		EMB
Invitation To a Gunfighter	A3	UA
Ipcress File, The	A2	U
•Is Paris Burning?		Par.

J

John Goldfarb, Please Come Home	B	Fox
Joy House	B	MGM
Joy In The Morning	A3	MGM
•Judith		Par.
•Jungle Book, The		BV

K

●Kid Rodeio		Par.
Kimberley Jim	A2	Emb.
●King Rat		Col.
Kiss Me, Stupid	C	Misc.
Kisses For My President	A3	WB
Kitten With A Whip	B	U
Knack, The	A4	UA

L

●Lady L		MGM
Last Man On Earth, The	A2	AI
Last Woman of Shang, The		For.
Laurel and Hardy's Laughing 20's		MGM
Lawrence Of Arabia	A2	Col.
Let's Talk About Women	C	Emb.
●Lt. Robin Crusoe, U.S.N.		BV
●Life At The Top		Col.
●Life In Danger, A	A2	AA
Lilli-RE	A2	MGM
Lilith	A4	Col.
●Liquidator, The		MGM
●Little Nuns, The		Emb.
●Little Prince And The Eight-Headed Dragon, The		Col.
Lively Set, The	A1	U
Living Between Two Worlds		Misc.
Longest Day, The	A1	Fox
Lord Jim	A2	Col.
Lost World Of Sinbad	B	A-I
Love And Kisses	A2	U
Love A La Carte	A4	For.
Love Goddesses	C	Cont.
Love Has Many Faces	B	Col.
●Loved One, The		MGM
Luck Of Ginger Coffey, The	A3	Cont.

M

Mme Olga's Massage Parlor		Misc.
●Madame X		U
●Made In Paris		MGM
Maedchen In Uniform		For.
●Magic Weaver, The		AA
●Magic World of Topo Gigio, The	A1	Col.
Major Dundee	A2	Col.
Male Hunt	B	For.
●Man Could Get Killed, A		U
Men From Button Willow, The	A1	Misc.
Man In The Dark	A3	U
Men Who Couldn't Walk, The		For.
Mara Of The Wilderness	A1	AA
Marriage-Italian Style	A4	Emb.
●Marriage On The Rocks		WB
Mary Poppins	A1	BV
Masquerade	A2	UA
Master Spy	A1	AA
●Maya		MGM
McHale's Navy Joins the Air Force	A1	U
Mediterranean Holiday	A1	-Cont.
MGM's Big Parade Of Comedy	A1	MGM
●Mickey One		Col.
Mirage	A2	U
●Mister Buddwing		MGM
Mister Moses	A2	UA
Model Murder Case, The		For.
●Modesty Blaise		Fox
Moment Of Truth, The		For.
●Moment To Moment		U
Mondo Pazzo	C	For.
●Monkey's Uncle, The	A1	BV
●Money Trap, The	B	MGM
Moro Witch Doctor	A2	Fox
Morituri	A3	Fox
●Moving Target, The		WB
Murder Ahoy	A1	MGM
Murder Most Foul	A1	MGM
●Murieta		WB
●Mutiny In Outer Space		AA
Mutiny On The Bounty	A2	MGM
My Baby is Black		For.
My Blood Runs Cold	A2	WB
My Fair Lady	A1	WB
My Wife's Husband	A3	For.

N

Naked Brigade, The	A2	U
Naked Kiss, The	A3	AA
●Naked Prey, The	B	Par.
●Nanny, The		Fox
Nasty Rabbit, The		Misc.
●Navajo Run		AI
●Nevada Smith		Par.
●Never Too Late		WB
New Angels, The	C	For.
●New World, A		UA
●Night Of The Tiger, The		Col.
Night Train To Paris	A2	Fox
Night Walker, The	A2	U
Nightmare In The Sun	A3	Misc.
None But The Brave	A2	WB
Not on Your Life		For.
Nothing But A Man	A3	Misc.

O

Of Human Bondage	B	MGM
●Oh Dad, Poor Dad, Mama's Hung You in the Closet and I'm Feeling So Sad		Par.
●Omicron		Cont.
●Once A Thief	A3	MGM
One Way Pendulum	A2	For.
Onibaba		For.
Only One New York	A1	Emb.
●Operation C.I.A.		AA
Operation SNAFU	A3	AI

MADE IN PARIS—(PV; MC)—Ann-Margaret, Louis Jourdan

MAYA—(PV; MC)—Clint Walker, Jay North

MISTER BUDDWING—(PV)—James Garner, Jean Simmons, Suzanne Pleshette

MONEY TRAP, THE—(PV)—Glenn Ford, Elke Sommer

ONCE A THIEF—(PV)—Alain Delon, Ann-Margret, Van Heflin, Jack Palance

PASSPORT TO OBLIVION—(PV)—David Niven, Francoise Dorlec

PATCH OF BLUE, A—(PV)—Sidney Poitier, Shelley Winters

SECRET OF MY SUCCESS, THE—(PV; C)—Shirley Jones, James Booth

SEVEN WOMEN—(PV; MC)—Anne Bancroft, Sue Lyon, Margaret Leighton

SON OF A GUNFIGHTER—(CS; C)—Russ Tamblyn, Kieron Moore

TIKO AND THE SHARK—(WS; C)—Tahitian Cast

WHEN THE BOYS MEET THE GIRLS—Connie Francis, Harve Presnell, Joby Baker

---

PARAMOUNT DISTRIBUTED DURING THE PAST 12 MONTHS

6420 **AMOROUS ADVENTURES OF MOLL FLANDERS, THE**—C-126m.—(PV;TC)—Kim Novak, Richard Johnson, Angela Lansbury—5286 (5-26-65)—Naughty but nice funfest for adults—Made in England

6414 **BLACK SPURS**—W-81m.—(TC)—Rory Calhoun, Terry Moore, Linda Darnell, Scott Brady—5282 (5-12-65)—Satisfactory action for western fans with names to help

6407 **BOY TEN FEET TALL, A**—D-88m.—(CS; TC)—Edward G. Robinson, Constance Cummings, Fergus McClelland—5246 (1-20-65)—Interesting entry for young and old alike—Filmed abroad

R6402 **CADDY, THE**—C-95m.—Dean Martin, Jerry Lewis—5222 (10-21-64)—Reissue should have Martin-Lewis appeal—Reissue

6410 **CRACK IN THE WORLD**—MD-96m.—(TC)—Dana Andrews, Janette Scott—5254 (2-17-65)—Good science fiction entry

6406 **DISORDERLY ORDERLY, THE**—C-90m.—(TC)—Jerry Lewis, Susan Oliver—5238 (12-16-64)—Typical Jerry Lewis farce primarly for kids

6415 **DR. TERROR'S HOUSE OF HORRORS**—D-98m.—(TC)—Peter Cushing, Christopher Lee—5275 (4-14-65)—Off-beat horror entry has interest—English-made.

6422 **FAMILY JEWELS, THE**—C-100m.—(TC)—Jerry Lewis, Donna Butterworth—5294 (6-23-65)—Typical Lewis zaniness strictly for his fans

6419 **GIRLS ON THE BEACH, THE**—MU-80m.—(TC)—Martin West, Noreen Corcorah, The Crickets, The Beach Boys, Lesley Gore—5282 (5-12-65)—Bikinis plus rock 'n' roll add up to teen fun

6423 **HARLOW**—D-125m.—(PV; TC)—Carroll Baker, Martin Belsam, Red Buttons—5297 (7-7-65)—Well-made, interesting biofilm about yesterday's love goddess

6418 **IN HARM'S WAY**—D-165m.—(PV)—John Wayne, Kirk Douglas, Patricia Neal—5269 (3-31-65)—Impressive entertainment should register well with general audiences

R6408 **PSYCHO**—MD-109m.—Anthony Perkins, Vera Miles, John Gavin, Janet Leigh—5247 (1-20-65)—Reissue is rare experience in horror—(Reissue)

6405 **ROUSTABOUT**—CMU—101m.—(TS; TC)—Elvis Presley, Barbara Stanwyck, Joan Freeman—5230 (11-18-64)—Okay Presley musical for his fans

6421 **SONS OF KATIE ELDER, THE**—W-122m.—(PV; TC)—John Wayne, Dean Martin, Martha Hyer—5298 (7-7-65)—Very good big scale western

6325 **SYLVIA**—D-115m.—Carroll Baker, George Maharis, Edmond O'Brien—5249 (2-3-65)—Interesting drama for adults

TOWN TAMER—W-89m.—(TC; TS)—Dana Andrews, Terry Moore, Pat O'Brien—5302 (7-21-65)—Okay western

6404 **WHERE LOVE HAS GONE**—D-114m.—(TS; TC)—Susan Heyward, Bette Davis, Michael Connors, Joey Heatherton—5222 (10-21-64)—Adult drama with particular appeal for women has big boxoffice potential

R6413 **WORLD OF SUZIE WONG, THE**—D-129m.—(TC)—William Holden, Nancy Kwan—5262 (3-17-65) High rating, colorful screen version of hit book and play—Reissue

6411 **YOUNG FURY**—W-80m.—(TS; TC)—Rory Calhoun, Virginia Mayo, John Agar—5249 (2-3-65)—Okay western for program

R6403 **YOU'RE NEVER TOO YOUNG**—C-102m.—(TC)—Dean Martin, Jerry Lewis—5222 (10-21-64)—Reissue is better Martin and Lewis comedy—Reissue

COMING

ALFIE—(TS; TC)—Michael Caine, Shelly Winters—English-made

APACHE UPRISING—(TS; TC)—Rory Calhoun, Corinne Calvert, Lon Chaney

BOEING—BOEING—(TC)—Jerry Lewis, Tony Curtis

HAWAIIAN PARADISE—(TC)—Elvis Presley

IS PARIS BURNING?—(PV)—Gert Frobe, Kevin McCarthy

JUDITH—(PV; TC)—Sophia Loren, Peter Finch, Jack Hawkins

KID RODELO—Don Murray, Janet Leigh, Broderick Crawford

NEVADA SMITH—(PV; EC)—Steve McQueen, Karl Malden

PROMISE HER ANYTHING—(TC)—Warren Beatty, Leslie Caron—English-made

OH DAD, POOR DAD, MAMA'S HUNG YOU IN THE CLOSET AND I'M FEELING SO SAD—(TC)—Rosalind Russell, Robert Robert Morse, Jonathan Winters.

NAKED PREY, THE—(PV; TC)—Cornel Wilde

OSCAR, THE—(WS; EC)—Stephen Boyd, Elke Sommer, Milton Berle

RED LINE 7000—(TC)—Gail Hire, James 'Skip' Ward, Laura Devon

REVENGE OF THE GLADIATORS, THE—(TS; TC)—Roger Browne

SANDS OF THE KALAHARI—(PV; EC)—Stuart Whitman, Stanley Baker, Susannah York

SECONDS—Rock Hudson, Salome Jens

SEVEN SLAVES AGAINST THE WORLD—(TS; TC)—Roger Browne

SITUATION HOPELESS BUT NOT SERIOUS—Alec Guinness, Michael Connors

SKULL, THE—(TS; TC)—Peter Cushing, Christopher Lee

SLENDER THREAD, THE—Sidney Poitier, Anne Bancroft

SPY WHO CAME IN FROM THE COLD, THE—Richard Burton, Claire Bloom

---

20TH CENTURY-FOX DISTRIBUTED DURING THE PAST 12 MONTHS

425 **APACHE RIFLES**—MD—92m.—(DC)—Audie Murphy, Linda Lawson—5230 (11-18-64)—Okay program entry

430 **BACK DOOR TO HELL**—MD-68m.—Jimmie Rodgers, Jack Nicholson—5234 (12-3-64)—Okay programmer

444 **CLEOPATRA**—D-192m.—(Todd-AO; DC)—Elizabeth Taylor, Richard Burton, Rex Harrison—5062 (6-26-63)—Superior entertainment

503 **DEAR BRIGITTE**—C-100m.—(CS; DC)—James Stewart, Billy Mumy, Brigitte Bardot—5250 (2-3-65)—Amusing comedy

424 **EARTH DIES SCREAMING, THE**—MD-62m.—Willard Parker, Virginia Field—5226 (11-4-64)—Okay science fiction meller for duallers—English-made

423 **FATE IS THE HUNTER**—D-106m.—(CS)—Glenn Ford, Suzanne Pleshette, Rod Taylor—5214 (9-23-64)—Interesting drama about planes and people

516 **FORT COURAGEOUS**—W—72M—Fred Bier, Donald Barry, Hanna Lanoy—5278 (4-28-65)—Okay Programmer

428 **GOODBYE CHARLIE**—C-117m.—(CS; DC)—Tony Curtis, Debbie Reynolds, Pat Boone—5226 (11-4-64)—Cute comedy with potent cast

417 **GUNS AT BATASI**—D-103m.—CS—Richard Attenborough, Jack Hawkins, Flora Robson—5210 (9-2-64)—Good adventure drama

513 **HIGH WIND IN JAMAICA, A**—D-104m.—(CS;DC)—Anthony Quinn, Lila Kedrova, James Coburn—5286 (5-26-65)—Off-beat drama can go art or regular

422 **HORROR OF IT ALL, THE**—CMD-76m.—Pat Boone, Erica Rogers—5222 (10-21-64)—Good comedy thriller for duellers—English-made

504 **HUSH, HUSH, SWEET CHARLOTTE**—D-133m.—Bette Davis, Olivia de Havilland, Joseph Cotten, Agnes Moorehead—5247 (1-20-65)—Highly effective horror entry

507 **JOHN GOLDFARB, PLEASE COME HOME**—C-96m.—(CS; DC)—Shirley MacLaine, Peter Ustinov, Richard Crenna—5230 (11-18-64)—Wacky comedy should prove effective crowd pleaser

414 **LONGEST DAY, THE**—D-180m.—(CS)—All-star cast—4986 (10-10-62)—High rating war entry—Filmed abroad

431 **MORO WITCH DOCTOR**—MD—61m.—Jock Mahoney, Margia Dean—5230 (11-18-64)—Fair programmer—Filmed in the Phillppines

MORITURI—D-123m.—Marlon Brando, Yul Brynner, Janet Margolin—5302 (7-21-65)—Tense drama of adventure and intrigue on a doomed ship

420 **NIGHT TRAIN TO PARIS**—MD-65m.—Leslie Nielsen, Alizia Gur—5219 (10-7-64)—Good action entry for program—English-made

502 **PLEASURE SEEKERS, THE**—CD-107m.—(CS; DC)—Ann-Margret, Tony Francisca, Carol Lynley—5242 (12-30-64)—Entertaining entry

427 **RAIDERS FROM BENEATH THE SEA**—MD-73m.—Ken Scott, Merry Anders—5247 (1-20-65)—Fair programmer

426 **RIO CONCHOS**—W-107m.—(CS; DC)—Richard Boone, Stuart Whitman, Wende Wagner—5219 (10-7-64)—Big scale western has fine cast, fast action

555 **SOUND OF MUSIC, THE**—MU-174m.—(Todd-AO; DC)—Julie Andrews, Christopher Plummer, Eleanor Parker—5258 (3-3-65)—Highly entertaining and charming film version of stage musical—Filmed abroad

560 **THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES**—C-133m.—(Todd-AO-DC)—Stuart Whitman, Sarah Miles, Robert Morley—5289 (6-9-65)—Funny, colorful spectacle looks like solid popular entertainment.

514 **UP FROM THE BEACH**—D-99m.—(CS)—Cliff Robertson, Irina Demick, Marius Goring, Red Buttons—5289 (6-9-65)—Fairly interesting tale of people in war

416 **VISIT, THE**—D-100m.—(CS)—Ingrid Bergman, Anthony Quinn—5214 (9-23-64)—Absorbing drama of human greed and vengeance—Filmed In Italy

515 **VON RYAN'S EXPRESS**—MD-117m.—(DC)—Frank Sinatra Trevor Howard—5286 (5-26-65)—Good action and suspense entry

508 **WAR PARTY**—W-72m.—Michael T. Mikler, Davey Davison, Donald Barry—5262 (3-17-65)—Okay Programmer

421 **WITCHCRAFT**—MD-79m.—Lon Chaney, Diana Clare, David Weston—5222 (10-21-64)—Good horror meller dualler—English made

ZORBA, THE GREEK—D-142m.—Anthony Quinn, Alan Bates, Irene Papas—5238 (12-16-64)—Fine drama—Filmed in Greece—International Classics

COMING

AGONY AND THE ECSTASY, THE—(TODD-AO; DC)—Charlton Heston, Rex Harrison

CURSE OF THE FLY, THE—(CS)—Brian Donlevy—English-made
CONVICT STAGE—Harry Lautor, Donald Barry
DEVILS OF DARKNESS—William Sylvester, Carole Gray
DO NOT DISTURB—(CS; DC)—Doris Day, Rod Taylor
EL GRECO—Mel Ferrer, Rosanna Schlaffino
FANTASTIC VOYAGE—(CS; DC)—Stephen Boyd, Edmond O'Brien
FLIGHT OF THE PHOENIX, THE—James Stewart, Peter Finch, Ernest Borgnine
MODESTY BLAISE—Dirk Bogarde, Terence Stamp
NANNY, THE—Bette Davis, Wendy Craig—English-made
OUR MAN FLINT—(CS; DC)—James Coburn, Gila Gulan, Lee J. Cobb
OUTLAWS OF RED RIVER, THE—George Montgomery
REWARD, THE—(CS; DC)—Max Von Sydow, Efrem Zimbalist, Jr., Yvette Mimieux
SPACE FLIGHT IC-1—Bill Williams—English-made
STAGECOACH—(CS; DC)—Ann-Margret, Michael Connors, Red Buttons
WEEKEND AT DUNKIRK—(DC)—Jean-Paul Belmondo, Catherine Spaak
WILD ON THE BEACH—Frankie Randall, The Astronauts

UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

6502 **FERRY CROSS THE MERSEY**—MU-86m.—Gerry and The Pacemakers—5250 (2-3-65)—Rock 'n' roll for teen-agers—English-made—(Brian Epstein)
6422 **FOUR DAYS IN NOVEMBER**—DOC-120m.—Narrated by Richard Basehart—5223 (10-21-64)—Well-made, thrilling documentary on President Kennedy assassination—Wolper
6511 **GLORY GUYS, THE**—CD-112m.—(PV; DC)—Tom Tryon, Harve Presnell, Senta Berger—5302 (7-21-65)—Lively outdoor yarn about Indian fighters—Levy-Gardner-Laven
6420 **GOLDFINGER**—MD—108m.—(TC)—Sean Connery, Gert Frobe, Honor Blackman—5231 (11-18-64)—Another boxoffice bonanza with Agent 007—English-made; Saltzman-Broccoli
6501 **GREATEST STORY EVER TOLD, THE**—D-194m.—(CN; TC)—Max Von Sydow, Dorothy McGuire, Charlton Heston—5254 (2-17-65)—A production of note—Stevens
6512 **HALLELUJAH TRAIL, THE**—C-167m.—(Cinerama; TC—Burt Lancaster, Lee Remick—5294 (6-23-65)—The west at its wildest makes for an unusual comic entry—Mirisch
HELP!—CMU—90m.—(EC)—The Beatles—5310 (8-18-65)—Beatlemania strikes again—Shenson—Filmed abroad
6503 **HOW TO MURDER YOUR WIFE**—C-118m.—(TC)—Jack Lemmon, Vira Lisi, Terry-Thomas—5247 (1-20-65)—Fun entry is good for many laughs but could use trimming—Axelrod
6509 **I'LL TAKE SWEDEN**—C-96m.—(TC)—Bob Hope, Tuesday Weld, Frankie Avalon—5290—(6-9-65)—Hope, bikinis, and rock 'n' roll provide summer-weight fun—Small
6418 **INVITATION TO A GUNFIGHTER**—D-92m.—(DC)—Yul Brynner, Brad Dexter, Janice Rule—5223 (10-21-64)—Top performances assist moody western—Kramer
790 **KNACK, THE—AND HOW TO GET IT**—C-84m.—Rita Tushingham, Ray Brooks, Michael Crawford—5299 (7-7-65)—Wacky Comedy seems good bet for art and specialty spots—English-made—Lopert
6508 **MASQUERADE**—CAD-101m.—(EC)—Cliff Robertson, Jack Hawkins—5278 (4-28-65—Entertaining comedy adventure—Filmed abroad—Novus
6506 **MR. MOSES**—CD-113m.—(PV; TC)—Robert Mitchum, Carroll Baker—5275 (4-14-65)—Off-beat African adventure comedy is thoroughly entertaining—Ross-Talbot
6505 **SATAN BUG, THE**—MD-114m.—(PV; DC)—George Maharis, Richard Basehart, Anne Francis—5262 (3-17-65)—Suspenseful yarn loaded with action and thrills—Mirisch-Kappa
6417 **SECRET INVASION, THE**—MD-95m.—(PV; DC)—Stewart Granger, Raf Vallone, Mickey Rooney—5215 (9-23-64)—Action packed war meller—Made in Yugoslavia—Corman
6419 **TOPKAPI**—CD-120m.—(C)—Melina Mercouri, Maximilian Schell, Peter Ustinow—5215 (9-23-64)—Fine fun film should zoom—Filmed abroad—Filmways
6507 **TRAIN, THE**—D-133m.—Burt Lancaster, Paul Scofield, Jeanne Moreau—5259 (3-3-65)—High rating war-time adventure entry—Filmed in France
6510 **WHAT'S NEW PUSSYCAT?**—C-108m.—(DC)—Peter Sellers, Peter O'Toole, Romy Schneider—5294 (6-23-65)—Wacky comedy has angles to sell—Filmed abroad—Feldman
6416 **WOMAN OF STRAW**—D-117m.—(EC)—Gina Lollobrigida, Sean Connery, Ralph Richardson—5215 (9-23-64) First rate mystery—English-made

COMING

AFTER THE FOX—(C)—Peter Sellers, Victor Mature—Montoro
BILLIE—(C)—Patty Duke, Warren Berlinger, Jim Backus—Chrislaw
CAST A GIANT SHADOW—(PV; C)—Kirk Douglas, Santa Berger, Frank Sinatra—Mirisch
DON'T WORRY, WE'LL THINK OF A TITLE—Morey Amsterdam, Rose Marie—Schenck
FRANKIE AND JOHNNY—(TC)—Elvis Presley—Admiral
CHINESE ADVENTURES IN CHINA—(C)—Jean Paul Belmondo-Ursula Andress
GROUP, THE—(WS; C)—Candice Bergen, James Broderick—Feldman
HAWAII—(PV; C)—Julie Andrews, Max Von Sydon—Mirisch
NEW WORLD, A—Nino Casteinova, Christine De La Roche-Saltzman
RAGE TO LIVE, A—Suzanne Pleshette, Ben Gazzara, Bradford Dillman—Mirisch
RETURN FROM THE ASHES—Maximilian Schell, Samantha Eggar—Mirisch
SUMMER FIRES—Jeanne Moreau, Ettore Manni—Woodfall
THUNDERBALL—(PV, TC)—Sean Connery—Bernard Lee, Lois Maxwell
THOUSAND CLOWNS. A—Jason Robards, Jr., Barbara Harris
VIVA MARIA—(C)—Brigette Bardot, George Hamilton—Dancigers-Malle

UNIVERSAL

DISTRIBUTED DURING THE PAST 12 MONTHS

ANDY—D-86m.—Norman Alden—5250 (2-3-65)—Off-beat character study for art and specialty houses
6517 **ART OF LOVE, THE**—C-99m.—(TC)—James Garner, Elke Sommer, Dick Van Dyke—5283 (5-12-65)—Amusing comedy has names to help
6507 **BUS RILEY'S BACK IN TOWN**—D—93m.—(EC)—Ann-Margaret, Michael Parks—5263 (3-17-65)—Portrayal of boy maturing in fast company has James Dean touch
6525 **DARK INTRUDER**—MD-59m.—Leslie Nielsen, Gilbert Green, Judi Meredith—5306 (8-4-65)—Okay program filler
6501 **FATHER GOOSE**—C-117m.—(TC)—Cary Grant, Leslie Caron, Trevor Howard—5231 (11-18-64)—Top names bolster mild comedy
6512 **FLOWER DRUM SONG**—MU-131m.—(C; PV)—Nancy Kwan, James Shigeta—5287 (5-26-65)—Reissue, is highly entertaining, pleasure-packed musical—Reissue
6513 **FLUFFY**—C-92m.—(C)—Tony Randall, Shirley Jones—5275 (4-14-65)—Cute comedy for youngsters and family audiences
6502 **GUNS OF AUGUST, THE**—DOC-99m.—Created and produced by Nathan Kroll—5239 (12-16-64)—Interesting documentary on World War I
6524 **IPCRESS FILE, THE**—MD-108m.—(TS; TC)—Michael Caine, Nigel Green—5298 (7-7-65)—Good espionage entry—English-made
6511 **IMITATION OF LIFE**—D—124m.—(EC)—Lana Turner, John Gavin, Sandra Dee— 5287 (5-26-65)—Reissue is high rating drama—Reissue
6522 **I SAW WHAT YOU DID**—MD-82m.—Joan Crawford, John Ireland, Andi Garrett, Sharyl Locke—5283 (5-12-65)—Good suspense programmer
6427 **KITTEN WITH A WHIP**—MD-83m.—Ann-Margret, John Forsythe—5226 (11-4-64)—Unpleasant entry for the program
6425 **LIVELY SET, THE**—D-95m.—(C)—James Darren, Pamela Tiffin—5198 (8-19-64)—Okay entry for teens and their elders
LOVE AND KISSES—CMU—87m.—Rick Nelson, Kristin Nelson, Jack Kelly—5310 (8-18-65)—Amusing entry with angles for teens
6506 **MAN IN THE DARK**—D-80m.—William Sylvester, Barbara Sheiley—5250 (2-3-65)—Okay programmer—English-made
6518 **MC HALE'S NAVY JOINS THE AIR FORCE**—C-90m.—(TC)—Joe Flynn, Tim Conway—5290 (6-9-65)—Cute sequel to initial release and regular tv show
6514 **MIRAGE**—D-109m.—Gregory Peck, Diane Baker—5287 (5-26 65)—Very good suspense thriller
6516 **NAKED BRIGADE, THE**—MD-99m.—Shirley Eaton, Ken Scott—5278 (4-28-65)—Ftir programmer—Filmed in Greece; partially titled
6503 **NIGHT WALKER, THE**—D-86m.—Barbara Stanwyck, Robert Taylor, Hayden Rorke—5242 (12-30-64)—Horror entry has angles
6515 **SECRET OF BLOOD ISLAND, THE**—MD-84m.—Barbara Shelley, Jack Hadley—5279 (4-28-65)—Unpleasant programmer—English-made
6426 **SEND ME NO FLOWERS**—C-100m.—(TC)—Rock Hudson, Doris Day—5211 (9-2-64)—Very good comedy
6521 **SHENANDOAH**—D-105m.—(TC)—James Stewart, Doug McClure, Rosemary Forsyth—5279 (4-28-65)—Fine drama heightened by impressive Stewart performance
6428 **SING AND SWING**—CMU-75m.—David Hemmings, Jennifer Moss—5211 (9-2-64)—Fair import for program with angles for younger set—English-made
6505 **STRANGE BEDFELLOWS**—98m.—(TC)—Rock Hudson, Gina Lollobrigida—5239 (12-16-64)—Cute comedy with potent cast
6509 **SWORD OF ALI BABA**—MD-81m.—(C)—Peter Mann, Jocelyn Lane—5270 (3-31-65)—Okay programmer
6504 **TAGGART**—W-85m.—(C)—Tony Young, Dan Duryea, Elsa Cardenas—5239 (12-16-64)—Okay western
6523 **THAT FUNNY FEELING**—C-93m.—(C)—Sandra Dee, Bobby Darin, Donald O'Connor—5306 (8-4-65)—Amusing entry
6508 **TRUTH ABOUT SPRING, THE**—CD-102m.—(TC)—Hayley Mills, John Mills, James MacArthur—5270 (3-31-65)—Fairly entertaining entry—Filmed abroad
6520 **VERY SPECIAL FAVOR, A**—C-104m.—(TC)—Rock Hudson, Leslie Caron, Charles Boyer—5298 (7-7-65)—A very funny comedy
6519 **WILD SEED**—D-99m.—Michael Parks, Celia Kaye, Eve Novak—5263 (3-17-65)—Effective program entry
6510 **WORLD OF ABBOTT AND COSTELLO, THE**—COMP.-75m.—Bud Abbott, Lou Costello—5275 (4-14-65)—Compilation offers the best of the taem's films.

Operation Crossbow	A1	MGM
● Oscar, The		Par.
● O.S.S. 117		AA
● Our Man Flint		Fox
Outlaws Is Coming, The	A1	Col.
● Outlaws Of Red River, The		Fox
Outrage, The	A3	MGM
Over There—1914-1918		For.

P

Pajama Party	B	A-I
● Paranioa		Emb.
Passionate Thief, The	A3	Emb.
● Passport To Oblivion		MGM
● Patch of Blue, A		MGM.
Pawnbroker, The	C	AA-Landau
● Pie In The Sky	A3	AA
● Planet of Blood, The		AI
● Playboy		Col.
● Play It Cooler		Col.
Pleasure Seekers, The	B	Fox
● Promise Her Anything		Par.
Psycho—Re.	B	Par.
Psychomania		Misc.

Q

Quick, Before It Melts	B	MGM
Quo Vadis—Re.	A1	MGM

R

● Racing Fever	B	AA
● Rage To Live, A	A3	UA
Raiders From Beneath The Sea	B	Fox
Rapture		For.
● Rare Breed, The		U
Rattle Of A Simple Man		Cont.
Ready For The People		WB
Red Desert	A4	Foir.
Red Lanterns		For.
● Red Line 7000		Par.
Requiem For A Gun Fighter		EMB
● Return From The Ashes		UA
● Revenge Of The Gladiators, The		Par.
● Reward, The	A2	Fox
Rio Conchos	A3	Fox
Rotten to the Core		For.
Rounders, The	A3	MGM
Roustabout	A2	Par.

S

Sampson vs The Giant King		For.
Sandokan, The Great	A1	MGM
Sandpiper, The	B	MGM
● Sands of The Kalahari		Par.
Santa Claus Conquers The Martians	A1	Emb.
Satan Bug, The	A2	UA
Scarlet Letter, The		Misc.
Seaside Swingers	A1	Emb.
● Seconds		Par.
Secret Door, The	A2	AA
Secret Invasion, The	A2	UA
Secret Of Blood Island	A2	U
Secret Of Magic Island	A1	Emb.
● Secret of My Success, The	A2	MGM
Send Me No Flowers	A2	U
● Senilita		Col.
Sergeant Deadhead		AI
7 Dwarfs To The Rescue, The		For.
● Seven Slaves Against The World	A2	Par.
● Seven Women		MGM
Sex And The Single Girl	B	WB
She	A2	MGM
Shenandoah	A1	U
Ship Of Fools	A3	Col.
Signpost To Murder	A3	MGM
● Silencers, The		Col.
Sing And Swing	A2	U
● Situation Hopeless But Not Serious		Par.
Ski Party	A2	AI
● Skull, The	A2	Par.
Slave Trade In The World Today	A3	Cont.
● Slender Thread, The		Par.
So Dear To My Heart—Re	A1	BV
● Son Of A Gunfighter		MGM
Sons Of Katie Elder, The	A1	Par.
Sound Of Music, The	A1	Fox
● Space Flight IC-1		Fox
● Spy Who Came In From The Cold, The		Par.
● Stagecoach		Fox
Station Six Sahara	B	AA
Strange Bedfellows	A3	U
● Summer Fires		UA
Sweet And Sour	C	For.
Swinger's Paradise	A1	AI
Swingin' Summer, A		Misc.
Sword of Ali Baba, The	A1	U
Sylvia	B	Par.
Symphony For A Massacre	A3	For.
Synanon	A3	Col.

Taboos of the World	A4	AI
•Tatty And The Jungle Hunter	AI	AA
Taggart	A2	U
T-A-M-I Show, The		Misc.
Tattooed Police Horse, The	AI	BV
Taxi for Torbuk	A2	For.
•Tennessee Jamboree		AA
•Tenth Victim, The		EMB.
Thank Heaven For Small Favors		For.
•That Darn Cat		BV
That Funny Feeling	A2	U
These Are The Damned	A3	Col.
•Thing at the Door, The		WB
Three Penny Opera	A3	Emb.
Third Day, The	A3	WB
36 Hours	A2	MGM
Those Calloways	AI	BV
Those Magnificent Men In Their Flying Machines	AI	Fox
•Thousand Clowns, A		UA
•Thunderball		UA
Tickle Me	A2	AA
•Tiko And The Shark		MGM
•Time Of Indifferance		Cont.
Time Travelers, The	B	A-I
Tomb Of Ligeia	A2	A-I
Topkapi	A3	UA
Town Tamer	A2	Par.
Train, The	AI	UA
•Treasure Of Silver Lake		Col.
Truth About Spring, The	AI	U
Two On a Guillotine	A3	WB

U

•Ugly Dachshund, The		BV
Umbrellas Of Cherbourg, The	A3	AA-Landau
•Under Age	B	AI
Unearthly Stranger	AI	A-I
Up From The Beach	AI	Fox

V

Very Special Favor, A	A3	U
Vice And Virtue	B	MGM
•Village Of The Giants		Emb.
Visit, The	A4	Fox
•Viva Maria		UA
Von Ryan's Express	AI	Fox
Voyage To The End Of The Universe	AI	A-I

W

•War Lord, The		U
War Gods Of The Deep		A-I
War of the Zombies		AI
War Party	AI	Fox
•Watch It, Sailor		Col.
•Weekend At Dunkirk		Fox
What's New, Pussycat	B	UA
Where Love Has Gone	A3	Par.
•When The Boys Meet The Girls		MGM
White Voices	C	For.
•Who's Afraid Of Virginia Woolf?		WB
Why Bother To Knock?	B	For.
•Wild On The Beach		Fox
Wild Seed	A3	U
•Winter A-Go-Go		Col.
Witchcraft	A2	Fox
Woman Is A Woman, A		For.
Women Of Straw	A3	UA
Woman Who Wouldn't Die, The	A3	WB
•Wonderful Life		A-I
World of Abbott & Costello, The	AI	U
World of Suzie Wong, The—RE.	B	Par.
World Without Sun	AI	Col.
•World's Greatest Swindles		Cont.

Y

Yellow Rolls, Royce, The	A4	MGM
Yolanta		For
•You Must Be Joking		Col
Youngblood Hawke	A3	WB
Young Cassidy	A3	MGM
Young Dillinger	B	AA
Young Fury	A2	Par.
Young Lovers, The	A3	MGM
Your Cheatin' Heart	A2	MGM
Your'e Never Too Young—Re.	A2	Par.

Z

Zebra In The Kitchen	AI	MGM
Zorba, The Greek	A4	Fox

COMING

AND NOW MIGUEL—(TC)—Pat Cardi, Michael Ansara
ARABESQUE—(TC)—Gregory Peck, Sophia Loren
BLINDFOLD—(TC)—Rock Hudson, Claudia Cardinale
GHOST AND MR. CHICKEN, THE—(TC)—Don Knotts, Joan Staley, Dick Sargent
GUNPOINT—(TC)—Audie Murphy, Joan Staley
INCIDENT AT PHANTOM HILL, THE—(TC)—Robert Fuller, Jocelyn Lane
MADAME X—(TC)—Lana Turner, John Forsythe, Ricardo Montalban
MAN COULD GET KILLED, A—(TC)—James Garner, Melina Mercouri, Sandra Dee
MOMENT TO MOMENT—(TC)—Jean Seberg, Honor Blackman
RARE BREED, THE—(PV; TC)—James Stewart, Maureen O'Hara
WAR LORD, THE—(PV; TC)—Charlton Heston, Rosemary Forsyth, Richard Boone

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

458 **BATTLE OF THE VILLA FIORITA, THE**—D—111m.—(PV;TC)—Maureen O'Hara, Rossano Brazzi, Richard Todd—5287 (5-26-65)—Uneven romantic tale aimed at gals
460 **BRAINSTORM**—D-114m.—(PV)—Jeff Hunter, Anne Francis, Dana Andrews—5283 (5-12-65)—Psychological drama holds interest
480 **CHEYENNE AUTUMN**—AD-145m.—(PV 70; TC)—James ewert, Edward G. Robinson, Richard Widmark, Carroll Baker—5223 (10-21-64)—Highly interesting outdoor adventure entry
455 **DEAR HEART**—D-114m.—Glenn Ford, Geraldine Page—5239 (12-16-64)—Mildly entertaining
GREAT RACE, THE—C-150m.—(PV; TC)—Jack Lemmon, Tony Curtis, Natalie Wood—5298 (7-7-65)—Comedy blockbuster is headed for the top
478 **HAMLET**—D-187m.—(Electronovision)—Richard Burton—5220 (10-7-64)—Of value as a record of a novel version of the Shakespeare classic
HAVING A WILD WEEKEND—C-91m.—Dave Clark Five—5302 (7-21-65)—Sell the Dave Clark Five—English-made
451 **KISSES FOR MY PRESIDENT**—C-113m.—Fred MacMurray, Polly Bergen—5211 (9-2-64)—Topical farce benefits from good cast
479 **MY FAIR LADY**—MU-170m.—(PV70, TC)—Audrey Hepburn, Rex Harrison—5227 (11-4-64)—Highly impressive entertainment headed right for the top
457 **NONE BUT THE BRAVE**—D-108m.—(PV; TC)—Frank Sinatra, Clint Walker, Tommy Sands—5255 (2-17-65)—Gory effort gives two-sided view of war on small scale
459 **MY BLOOD RUNS COLD**—MD-104m.—(PV)—Troy Donahu Joey Heatherton—5270 (3-31-65)—Mild horror meller with names to lure youngsters
452 **READY FOR THE PEOPLE**—MD-54m.—Simon Oakland, Anne Helm—5227 (11-4-64)—Okay for program filler
454 **SEX AND THE SINGLE GIRL**—C-114m.—(TC)—Tony Curtis, Natalie Wood, Henry Fonda—5242 (12-30-64)—Frenzied farce with leers and laughs
THIRD DAY, THE—D-119m.—(PV; TC)—George Peppard, Elizabeth Ashley—5299 (7-7-65)—Interesting drama
456 **TWO ON A GUILLOTINE**—MD-107m.—(PV)—Connie Stevens, Dean Jones, Cesar Romero—5247 (1-20-65)—Fast moving chiller
461 **WOMAN WHO WOULDN'T DIE, THE**—MD-84m.—Garry Merrill, Jane Merrow, Georgiena Cookson—5283 (5-12-65)—Okay murder meller for the programs—English-made
453 **YOUNGBLOOD HAWKE**—D-137m.—James Franciscus, Suzanne Pleshette, Genevieve Page—5227 (11-4-64)—Classy effort misses dramatic mark

COMING

BATTLE OF THE BULGE—(CN; TC)—Henry Fonda, Robert Shaw
BIG HAND FOR THE LITTLE LADY, A—(TC)—Henry Fonda, Joanne Woodward, Paul Ford
CRACK OF THE WHIP—(C)—Clint Walker
FINE MADNESS, A—Sean Connery, Joanne Woodward
INSIDE DAISY CLOVER—(PV, TC)—Natalie Wood, Christopher Plummer
MARRIAGE ON THE ROCKS—(TC; PV)—Frank Sinatra, Deborah Kerr, Dean Martin
MOVING TARGET, THE—(PV; TC)—Paul Newman, Lauren Bacall, Shelley Winters
MURIETA—(C)—Jeff Hunter, Arthur Kennedy
NEVER TOO LATE—(TC)—Paul Ford, Maureen O'Sullivan, Connie Stevens
THING AT THE DOOR, THE—Troy Donohue
WHO'S AFRAID OF VIRGINIA WOOLF?—Elizabeth Taylor, Richard Burton

MISCELLANEOUS

ACROSS THE RIVER—D—85m.—Lou Gilbert, Kay Doubleday—5266 (3-17-65)—Off-beat drama for art spots—R. M. Frenchl
BUS, THE—DOC—62m.—Produced and photographed by Haskell Wexler—5290 (6-9-65)—Tale of a group with a cause for selective audiences—Edward Harrison
CASTLE OF BLOOD—MD-85m.—Barbara Steele, George Riviere—5211 (9-2-64)—Horror meller provides its share of chills—Woolmer Bros.
COOL WORLD, THE—DOC-105m.—Hampton Clanton, Yolanda Rodriguez—5224 (10-21-64)—Authentic reenacted documentary on Harlem can be sold—Cinema V
CURSE OF THE STONE HAND—MD—72m.—Ernest Walch, John Carradine, Sheila Bon—5266 (3-17-65)—Confused lower half horror entry—Associated Distributors Pictures
ELEANOR ROOSEVELT STORY, THE—DOC.—90m.—Produced by Sidney Glazier—5290 (6-9-65)—Fine documentary—Sidney Glazier Prod.
FACE OF THE SCREAMING WEREWOLF—MD—60m.—Lon Chaney, Landa Varle—5266 (3-17-65)—Horror entry for the lower half—Associated Distributors Pictures
FLESH EATERS, THE—MD-90m.—Rita Morley, Byron Sanders, Martin Losleck—5224 (10-21-64)—Program horror meller—C.D.A.
HARLOW—D-109m.—(Electronovision)—Carol Lynley, Efrem Zimbalist, Jr.—5287 (5-26-65)—Reputed biography of former film star is mildly entertaining—Magna
IMAGE OF LOVE—DOC-90m. (EC)—Written, directed and produced by Lou Stoumen—5299 (7-7-65)—Fairly interesting documentary on love through the ages—Green Releasing Org.
INHERITANCE, THE—DOC-60-m.—Narrated by Robert Ryan—5234 (12-3-64)—Documentary on rise of the unions needs special treatment—Harold Mayer
KISS ME, STUPID—C-126m.—(PV)—Dean Martin, Kim Novak, Ray Walston—5242 (12-30-64)—Sex laden fest may raise a few brows—Lopert
LIVING BETWEEN TWO WORLDS—D-78m.—Horace Jackson, Maye Henderson, Mimi Dillard—5220 (10-7-64)—All Negro film is okay dueller for specialized houses—Empire
MAN FROM BUTTON WILLOW, THE—CAR-84m.—(C)—Presented by Dale Robertson—5251 (2-3-65)—Enjoyable western cartoon for family and youngsters—United Screen Arts
MME. OLGA'S MASSAGE PARLOR—MD—70m.—Alice Baez, T. Wood Parker—5266 (3-17-65)—Fast buck and mediocre exploitation film—American Film Dist.
NASTY RABBIT, THE—C-85m.—(TS; TC)—Mischa Terr, Arch Hall, Jr.,—5243 (12-30-64)—Childish entertainment—Fairway International
NIGHTMARE IN THE SUN—MD—81m.—(DC)—Ursula Andress, John Derek, Aldo Ray—5231 (11-18-64)—Suspenseful story of a manhunt for the program—Zodiac
NOTHING BUT A MAN—D-90m.—Ivan Dixon, Abbey Lincoln—5259 (3-3-65)—Poignant, sensitive portrait of a southern Negro's marriage—Cinema V
T-A-M-I SHOW, THE—MUNOV—113½m.—Beach Boys, Barbarians, Chuck Barry—5231 (11-18-64)—Good musical novelty for teens—Electronovision—American Int.
SCARLET LETTER, THE—D-72m.—Colleen Moore, Hardie Albright—5290 (6-9-65)—Reissue of Hawthorne classic has novel curio value—Signature Films
SWINGIN' SUMMER, A—MU—80m.—(TC)—James Stacy, William Wellman, Jr., Quinn O'Hara—5266 (3-17-65)—Cute entry with special appeal for teens—United Screen Arts

FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

AND SO TO BED—D-112m.—Hildegard Knaf, Thomas Fritsch—5306 (8-4-65)—Cute import on long side for adults only—German-made; English dialogue-Medallion

AWFUL DR. ORLOF, THE—MD-90m.—Howard Vernon, Diano Larys—5291 (6-9-65)—Program horror meller—Foreign-made; dubbed in English—Sigma III

BAY OF ANGELS—D-85m.—Jeanne Moreau, Claude Mann—5251 (2-3-65)—Intr'guing import for art spots—French-made; English titles—Pathe Contemporary

BAMBOLE—C-111m.—Virna Lisi, Monica Vitti, Gina Lollobrigida—5303 (7-21-65)—Fairly amusing import—Italian-made; English titles; Royal Films Int.

BANANA PEEL—C-97m.—Jeanne Moreau, Jean-Paul Belmondo—5255 (2-17-65)—Entertaining import—French-made; English titles—Pathe Contemporary

BEFORE THE REVOLUTION—D-112m.—Adriana Asti, Francesco Barilli—5306 (8-4-65)—Interesting adult import—Italian-made; English titles—New Yorker Films

BLACK TORMENT, THE—MD—88m.—(C)—Heather Sears, John Turner—5263 (3-17-65)—Suspenseful horror meller—English-made—Governor

BRAIN, THE—MD—83m.—Anne Heywood, Peter Van Eyck—5263 (3-17-65)—Okay terror entry—English-made—Governor

CARRY ON SPYING—C-87m.—Kenneth Williams, Barbara Windsor—5251 (2-3-65)—Carry On slapsticking still good comedy—English-made—Governor

CASABLAN—D—63m.—Nikos Kourkoules—5263 (3-17-65)—Minor import—Filmed in Greece—Frisch-Natas Productions

DIARY OF A CHAMBERMAID, THE—D—97m.—Jeanne Moreau, Michel Piccoli—5264 (3-17-65)—Interesting Import—French-made; English titles—Int. Classics

EVA—D-115m.—Jeanne Moreau, Stanley Baker, Vira Lisi—5295 (6-23-65)—Fairly interesting entry—Filmed abroad—Times

EYES OF THE NEEDLE, THE—CD-97m.—Vittorio Gassman, Annette Storyberg—5307 (8-4-65)—Sex farce may interest art house crowd—Italian-made; English titles—Eldorado

FANNY HILL—C-104m.—Miriam Hopkins, Letitia Roman—5279—(4-28-65)—Farcial treatment of Innocence untouched by life in a brothel—German-made; dubbed in English—Famous Players

GIRL WITH GREEN EYES—D-91m.—Peter Finch, Rita Tushingham—5194 (8-5-64)—Romance of value to art and other spots—English-made (Filmed in Ireland)—Lopert

GO-GO BIG BEAT—MU-82m.—(EC)—Millie Small, The Animals, Lulu and The Luvvers—5295 (6-23-65)—Musical mish-mash for the teen set—English-made—Eldorado

GUIDE, THE—D-120m.—(PC)—Dev Anand, Kishore Sahu—5259 (3-3-65)—Fairly interesting import set in modern India—Filmed in India—Stratton Int.

HERCULES VIS THE GIANT WARRIORS—MD-94m.—(CS; EC)—Don Vadis—5291 (6-9-65)—Good action for undiscriminating adults and teens—Italian-made; dubbed in English—John Alexander

HIGH INFIDELITY—CD-130m.—Ugo Tognazzi, Fulvia Franco, Nino Manfredi—5303 (7-21-65)—Entertaining import flavored with sex—Foreign-made; English titles—Magna

HORRIBLE DR. HICHCOCK, THE—MD-76m.—(TC)—Barbara Steele, Robert Flemyng—5291 (6-9-65)—Program horror meller—English-made—Sigma III

LAST WOMAN OF SHANG, THE—MD—107m.—(C)—Lin Dei—5264 (3-17-65) Fair import—Chinese-made; English titles—Shaw Brothers

MAEDCHEN IN UNIFORM—D-91m.—Lilli Palmer, Romy Schneider—5303 (7-21-65)—A look at a German boarding school for girls holds interest—German-made; English titles—Seven Arts

MALE HUNT—C-92m.—Jean-Paul Belmondo, Catherine Deneuve—5291 (6-9-65)—Amusing import for art, specialty spots—French-made; English titles—Pathe Contemporary

MAN WHO COULDN'T WALK, THE—MD—63m.—Peter Reynolds, Eric Pohlmann, Pat Calvin—5264 (3-17-65)—Okay action entry for lower half—English-made; Taurus

MODEL MURDER CASE, THE—90m.—Ian Hendry, Ronald Fraser, Margaret Johnston—5264 (3-17-65)—Good mystery Import—English-made—Cinema V

MOMENT OF TRUTH, THE—D—110m.—(TS; TC)—Miguel Mateo Miguelin, Linda Christian—5310 (8-18-65)—Interesting tale of the making of a bull fighter—Filmed abroad; English titles—Rizzoli

MONDO PAZZO—DOC-94m.—(TC)—Directed by Jacopetti—and prosperi 5251 (2-3-65)—Repelling successor to "Mondo Cane" —Filmed in various parts of the world—English narration—Rizzoli Films

MY BABY IS BLACK—D-80m.—Gordon Heath, Francoise Giret—5279 (4-28-65)—Tender miscegination romance—French-made; dubbed in English—American Dist.

MY WIFE'S HUSBAND—C-85m.—Fernandel, Bourvil, Claire Maurier—5255 (2-17-65)—Amusing Import—French-made; English titles—Lopert

NEW ANGELS, THE—DOC D-94m.—Youth of Italy—5295 (6-23-65)—Interesting entry for art spots—Italian-made; English titles—Promenade

NOT ON YOUR LIFE—C-90m.—Nino Alberti, Emma Penella—5270 (3-31-65)—Cute import—Foreign-made; English titles—Pathe Contemporary

ONE WAY PENDULUM—C-90m.—Eric Sykes, Julia Foster, George Cole—5255 (2-17-65)—Fair import on the wacky side—English-made—Lopert

ONIBABA—D—104m.—(CS)—Nobuko Otowa, Jitsuko Yoshimura—5264 (3-17-65)—Strong, interesting Import for adult art audiences—Japanese-made; English titles—Toho

OVER THERE—1914-1918—DOC—90m.—Conceived and directed by Jean Aurel—5265 (3-17-65)—Interesting documentary on World War I—French-made—Pathe Contemporary

RAPTURE—D—104m.—(CS)—Melvyn Douglas, Dean Stockwell, Patricia Gozzi—5310 (8-18-65)—Off-beat drama should hold interest in art spots—Filmed abroad—International Classics

RED DESERT—D-116m.—(TC)—Monica Vitti, Richard Harris—5255 (2-17-65)—Arty Import—Italian-made; English titles—Rizzoli

RED LANTERNS—D-85m.—Jenny Karezi, Georges Foondas—5271 (3-31-65)—Lusty, interesting Import for art spots—Greek made; English titles—Times

ROTTEN TO THE CORE—C-90m.—Anton Rodgers, Charlotte Rampling—5303 (7-21-65)—Amusing import—Cinema V—English-made

SAMSON VS THE GIANT KING—MD-91m.—(CS; EC)—Kirk Morris—5291 (6-9-65)—More unintentional chuckles than thrills—Italian-made; dubbed in English—John Alexander

7 DWARFS TO THE RESCUE, THE—NOV—84m.—Rosanna Podesta, Robert Risso—5265 (3-17-65)—Mild entry for the younger set—Italian-made; dubbed in English—Childhood Productions

SWEET AND SOUR—C-98m.—Simone Signoret, Jean-Paul Belmondo—5260 (3-3-65)—Cute, wacky import—French-made; English titles—Pathe Contemporary

SYMPHONY FOR A MASSACRE—D-115m.—Michael Auclair, Claude Dauphin—5295 (6-23-65)—Good Import for art spots—Foreign-made—English titles—Seven Arts

TAXI FOR TOBRUK—D—90m.—(Dyaliscope)—Lino Ventura, Hardy Kreuger, Charles Azaavour—5265 (3-17-65)—Okay programmer for art or regulation spots—Filmed abroad; dubbed in English—Seven Arts

THANK HEAVEN FOR SMALL FAVORS—C—84m.—Bourvil—5265 (3-17-65)—Moderately amusing import—French-made; English titles—Int. Classics

WHITE VOICES—C-93m.—(TC)—Paolo Ferrari—5295—(6-23-65)—Off-beat subject should prove effective in art spots—Italian-made; English titles—Rizzoli

WHY BOTHER TO KNOCK—C-88-m.—(C; CS)—Elke Sommer, Richard Todd—5244 (12-30-64)—Fairly amusing comedy—Filmed abroad; spoken in English—Seven Arts

WOMAN IS A WOMAN, A—CD-80m.—(C)—Jean-Paul Belmondo, Anna Karina—5248 (1-20-65)—Weird import for special spots—French-made; English titles—Pathe Contemporary

YOLANTA—MU—82m.—(Magicolor)—Natalya Rudnaya—5265 (3-17-65)—Good operatic rendition for art spots—Russian-made; English titles—Artkino

THESE THEATRE-TESTED FORMS AVAILABLE TO MOTION PICTURE EXHIBITOR SUBSCRIBERS!

DATE BOOK FORMS:
. . . Pocket-Size-6 ring (3¾ x 6¾ In.) Dated full year supply $1.00
. . . Large Size-3 ring (9 x 12 In.) Undated 52 pages .... .50

SERVICE-KIT SYSTEM:
. . . Large Size complete set of: Date Book forms, Availability and Playoff Worksheets, Performance Record and Cut-Off sheets, Booking Calendar, Other Dividers 1.30
. . . Availability and Playoff Worksheets (9 x 12 In.) 10 pages .... .10
. . . Performance record and Cut-Off Sheets (9 x 12 In.) 20 pages .... .25

BINDERS, Plain:
. . . For Pocket-Size Date Book-6 ring. Soft leatherette. 1.30
. . . For Service-Kit System, Reviews, Service-Section. Stiff leatherette. 1.50

ZIPPER CASE BINDERS, Leather:
. . . 3-Ring, genuine cowhide. Tax Incl. 6.00

BOXOFFICE STATEMENTS:
. . . Regular theatre. Padded in 50's and punched (5½ x 9 In.). Per Pad .... .30
. . . Drive-In theatre. Padded in 50's and punched (5½ x 9 In.). Per Pad .... .30

PROGRAM AND RUNNING TIME SCHEDULES:
. . . For regular and drive-in theatres. Padded in 50's. Per Pad .... .20

BOOKKEEPING SYSTEM—Book:
. . . At-A-Glance (copyright) for regular and drive-in theatres. Annual record (9 x 12 In.) 1.75

BUSINESS ANALYSIS SPREAD-SHEETS:
. . . Drive-In theatres only. Large sheets (11 x 16 In.) Set of 13 sheets .... .50

PAYROLL FORMS:
. . . Weekly for regular and drive-in. Folding flap (8½ x 11 In.). Set of 52 sheets 1.30

EMPLOYEE EARNINGS RECORD CARDS:
. . . Annual card for each employee (8½ x 11 In.). All deductions. Set of 12 cards .40

PETTY CASH CONTROL SYSTEM:
. . . Voucher pads, numbered consecutively. (3 x 5 In.) Per Pad .... .30
. . . Weekly envelopes for filing full week's transactions. Set of 50 .... .65

SERVICE MANUALS FOR TRAINING:
. . . Separate sections on regular and drive-in employees. Each .10

EXHIBITOR BOOK SHOP

317 N. Broad St.
Philadelphia, Pa. 19107

FEATURE FILMS PRODUCTION NUMBERS and NATIONAL RELEASE DATES CURRENT and COMING

(This is a listing of all production numbers and release dates, as made available by the companies, accurate to time of publication. Additional information and other coming releases can be found in the body of the SERVISECTION.)

Allied Artists

S6535	The Human Duplicators (George Nader)	March
S6536	Mutiny In Outer Space (William Leslie)	March
6543	The Pawnbroker (Landau) (Rod Steiger)	March
6506	Young Dillinger (Nick Adams, Mary Ann Mobley)	March
6504	Taffy And The Jungle Hunter (Jacques Bergerac)	March
6505	Blood and Black Lace (Cameron Mitchell)	April
6511	Finger On The Triger (Rory Calhoun)	May
	The Fool Killer (Landau) (Athony Perkins)	May
6509	Tickle Me (Elvis Presley)	June
	Bikini Paradise (Janette Scott)	June
6510	Gunmen Of The Rio Grande (Guy Madison)	June
6512	Pie In The Sky (Lee Grant, Richard Bray)	July
6507	Operation C.I.A. (Burt Reynolds)	Aug.
6513	City Of Fear (Terry Moore)	Sept.
6515	The Magic Weaver (Color Fairy Tale)	Sept.

American-International

6502	The War Of The Zombies (John Barrymore, Jr.)	March
6505	Swingers Paradise (Cliff Richard)	May
6503	Beach Blanket Bingo (Frankie Avalon, Annette Funicello)	April
6416	Taboos Of The World (Narration by Vincent Price)	April
6506	Go Go Mania (The Beatles, The Animals)	May
6504	War Gods Of The Deep (Vincent Price, Tab Hunter)	May
6508	Ski Party (Frankie Avalon)	June
6509	How To Stuff A Wild Bikini (Tommy Kirk, Annette Funicello, Mickey Rooney)	July
6510	Sergeant Deadhead (Frankie Avalon, Deborah Walley)	Aug.
	Die, Monster, Die (Boris Karloff, Nick Adams)	Sept.
	Planet Of Blood (Barry Sullivan)	Sept.

Buena Vista

	The Monkey's Uncle (Tommy Kirk, Annette)	July

Columbia

	Lord Jim (Peter O'Toole, James Mason)	March
65018	Major Dundee (Charles Heston, Richard Harris)	April
65020	Die, Die, My Darling (Tallulah Bankhead)	May
6502.	Synanon (Edmund O'Brien)	May
	Apache Gold (Lex Barker)	May
66002	Ganghis Khan (Stephen Boyd)	June
	The Collector (Terence Stamp, Samatha Eggar)	June
	The Great Sioux Massacre (Joseph Cotten)	June
	Cat Ballou (Jane Fonda, Lee Marvin)	July
	Ship Of Fools (Vivien Leigh, Jose Ferrer)	Aug.

Continental (Walter Reade-Sterling, Inc.)

	The Love Goddesses (Compilation with Jean Harlow, etc.)	March
	Circle Of Love (Jane Fonda)	April
	The Magnificent Cuckold (Claudia Cardinale, Ugo Tognazzi)	May
	Agent 008-¾ (Dirk Bogarde, Sylva Koscina)	June
	Time Of Indifference (Rod Steiger, Shelley Winters)	July

Embassy

	Kimberley Jim (Jim.Reeves)	March
	Il Successo (Vittorio Gassman)	May
	The Little Nuns (Catherine Spaak)	May
	Seaside Swingers (John Leyton)	June
	Requiem For A Gunfighter (Rod Cameron, Stephen McNally)	June
	Italiano Brava Gente (Arthur Kennedy, Peter Falk)	June
	Dingaka (Stanley Baker, Juliet Prouse)	July
	The Bounty Killer (Dan Duryea, Rod Cameron)	July
	The Fascist (Ugo Tognazzi, Georges Wilson)	July
	Casanova '70 (Marcello Mastroianni, Virna Lisi)	Aug.
	Darling (Dirk Bogarde, Laurence Harvey)	Aug.

MGM

6518	Girl Happy (Elvis Presley)	April
6519	Clarence, The Cross-eyed Lion (Marshall Thompson)	April
6523	Hysteria (Robert Webber, Leila Goldoni)	April
6521	Hercules, Samson and Ulysses (Kirk Morris, Richard Lloyd)	May
6520	Sandokan, The Great (Steve Reeves)	May
6522	Gunfighters Of Casa Grande (Alex Nicol)	May
6524	Joy In The Morning (Richard Chamerlain, Yvette Mimieux)	June
6525	Zebra In The Kitchen (Jay North)	June
6526	She (Ursula Andress, Peter Cushing)	June
6528	The Sandpiper (Elizabeth Taylor, Richard Burton)	July
6527	The Yellow Rolls-Royce (Ingrid Bergman, Rex Harrison, Shirley MacLaine, Omar Sharif)	July
6529	Operation Crossbow (George Peppard, Sophia Loren)	July
6601	Murder Most Foul (Margaret Rutherford)	Sept.
6608	Laurel and Hardy's Laughing 20's (Laurel and Hardy Compilation)	Sept.
6602	Once A Thief (Alain Delon, Ann-Margret, Van Heflin)	Sept.

Paramount

6417	Circus World (John Wayne, Claudia Cardinale)	April
6415	Dr. Terror's House Of Horrors (Peter Cushing)	April
6419	Girls On The Beach (Beach Boys, Lesley Gore)	May
6420	The Amorous Adventures Of Moll Flanders (Kim Novak, Richard Johnson)	May
	In Harm's Way (John Wayne, Kirk Douglas)	June
6422	The Family Jewels (Jerry Lewis)	June
6423	Harlow (Carroll Baker, Peter Lawford)	June
6421	The Sons Of Katie Elder (John Wayne)	July
	Black Spurs (Rory Calhoun)	July
	Situation Hopeless But Not Serious (Alec Guiness, Michael Connors)	Aug.
	The Skull (Peter Cushing, Christopher Lee)	Sept.
	Seven Slaves Against The World (Roger Browne)	Sept.
	Revenge Of The Gladiators (Roger Browne)	Sept.
	Pardners (Reissue) (Dean Martin, Jerry Lewis)	Sept.
	Living It Up (Reissue) (Dean Martin, Jerry Lewis)	Sept.
	Breakfast At Tiffany's (Reissue) (Audrey Hepburn)	Sept.
	Sabrina (Reissue) (Audrey Hepburn)	Sept.

20th Century-Fox

	War Party (Michael Mikler, Davey Davison)	April
	Curse Of The Fly (Brian Donlevy)	April
	Devils Of Darkness (William Sylvester)	April
513	High Wind In Jamaica (Anthony Quinn)	May
	Rapture (Melvyn Douglas)	June
514	Up From The Beach (Cliff Robertson)	June
515	Von Ryan's Express (Frank Sinatra, Trevor Howard)	July
	Convict Stage (Harry Lauter, Donald Barry)	July
560	Those Magnificent Men In Their Flying Machines (All Star Cast; Road Show)	Aug.
	Morituri (Marlon Brando, Yul Brynner)	Aug.
	The Reward (Max Von Sydow, Yvette Mimieux)	Sept.
	Weekend At Dunkirk (Jean-Paul Belmondo, Catherine Spaak)	Sept.

United Artists

6507	The Train (Burt Lancaster)	April
6506	Mister Moses (Robert Mitchum, Carroll Baker)	May
	Masquerade (Cliff Robertson)	May
6509	I'll Take Sweden (Bob Hope, Tuesday Weld)	June
6510	What's New Pussycat? (Peter O'Toole, Peter Sellers)	June
6511	The Glory Guys (Tom Tryon, Senta Berger)	July
	The Knack (Rita Tushingham, Ray Brooks)	July
	Help! (The Beattles)	Aug.
	Billie (Patty Duke, Warren Berlinger)	Sept.
	A Thousand Clowns (Jason Robards, Jr., Barbara Harris)	Sept.

Universal

6507	Bus Riley's Back In Town (Ann-Margret, Michael Parks)	April
6508	The Truth About Spring (Hayley Mills, James MacArthur)	April
6509	The Sword Of Ali Baba (Peter Mann, Jocelyn Lane)	May
6510	The World Of Abbott and Costello (Compilation: Abbott and Costello)	May
6513	Fluffy (Tony Randall, Shirley Jones)	June
6511	Imitation Of Life (Reissue) (Lana Turner, John Gavin)	June
6512	Flower Drum Song (Reissue) (Nancy Kwan)	June
6514	Mirage (Gregory Peck)	June
6515	Secret Of Blood Island (Barbara Shelley)	June
6516	The Naked Brigade (Shirley Eaton, Ken Scott)	June
6517	The Art Of Love (James Garner, Elke Sommer, Dick Van Dyke)	July
6518	McHale's Navy Joins The Air Force (Joe Flynn, Tim Conway)	July
6519	Wild Seed (Michael Parks, Celia Kaye)	July
6520	A Very Special Favor (Rock Hudson, Leslie Caron)	Aug.
6521	Shenandoah (James Stewart)	Aug.
6522	I Saw What You Did (Joan Crawford, John Ireland)	Sept.
6523	That Funny Feeling (Sandra Dee, Bobby Darin, Donald O'Connor)	Sept.

Warners

458	The Battle At The Villa Fiorita (Rossano Brazzi, Maureen O'Hara)	April
455	Dear Heart (Glenn Ford, Geraldine Page)	May
460	Brainstorm (Jeff Hunter, Viveca Lindfors)	May
461	The Woman Who Wouldn't Die (Gary Merrill)	May
	The Third Day (George Peppard, Elizabeth Ashley)	July
	Having A Wild Weekend (Dave Clark Five)	Aug.
	Murieta (Jeff Hunter)	Sept.

CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum words. No cuts or borders. **4 consecutive** insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (See "A-Man" CORNER on this page for Help and Situations Wanted advertising.)

BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO $3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

BALLOONS! WORLD'S BEST: For all occasions. SOUTHERN BALLOONS, Box 246, Atlanta, Georgia 30301.

EQUIPMENT WANTED

TOP PRICES PAID for soundheads, lamphouses, rectifiers, projectors, lenses and portable projectors. What have you? STAR CINEMA SUPPLY, 621 West 55th St., New York 10019.

FORMS AND SYSTEMS

For the Best in THEATRE-TESTED and APPROVED FORMS and SYSTEMS . . . EXHIBITOR BOOK SHOP, 317 N. Broad St., Philadelphia, Pa. 19107.

NEW EQUIPMENT

MARVELOUS MASONITE MARQUEE LETTERS, interchangeable all makes. 4"-50c, 6"-65c, 8"-75c, 10"-90c, 12"-$1.05, 16"-$1.75, 17"-$2.00, 24"-$3.00. Non-sliding spring 10c additional. 10% discount 100 letters assorted or over $60.00 list. Free sample! S.O.S., 387 Park Ave., South, New York 10016.

BANISH TATTLETALE GRAY! Replace old screens with New Mattewhite, only 57c sq. ft.; Mattewhite Lenticular or Pearlglo, 89c sq. ft. S.OS., 387 Park Ave., South, New York 10016.

SPEAKER CONES

DRIVE-IN SPEAKERS RECONED 90¢ EACH. All weather resistant material. Write for free sample. C & M RECONE COMPANY, 11 Witherspoon Street, Princeton, New Jersey.

THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY, INC., 100 Taylor Street, Nashville 8, Tennessee.

SPECIALISTS IN REBUILDING CHAIRS. Best workmanship, reasonable prices. Have men, will travel. Rebuilt theatre chairs for sale. NEVA BURN PRODUCTS CORP., 262 South St., N. Y. C.

THEATRES FOR SALE OR LEASE

THEATRE FOR RENT in Trenton, N. J., two blocks from the center of town. Air conditioned, thermostatic heat, complete with cinemascope lenses. Capacity 400. Theatre ready to open. Booth equipped and ready to go. If interested, please call or write: MR. AARON COOPER, c/o Star Theatre, 1205 N. 3rd St., Harrisburg, Pa. Phone: 717-232-6011.

WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

ONLY A FEW LEFT . . . ORDER NOW!

1965-66 "Pocket-Size" DATE BOOK

M. P. EXHIBITOR BOOK SHOP, 317 N. BROAD ST., PHILA., PA. 19107

PRICE: $1.00 PER YEARLY SET OF SHEETS, WITHOUT BINDER, INCLUDING POSTAGE

The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you* are looking for a job . . . or IF you* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in theree consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers ité And it is completely FREE!

***A (WO) MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.**

EXPERIENCED MANAGER, small neighborhood theatre, resident Nassau or Suffolk counties preferred. Mature, reliable. Send resume **POZIN LIGHTSTONE ENTERPRISES, 1619 Broadway, New York City Suite 901.** (811)

AVAILABLE SEPT. 1ST. 20 years experience theatre management-supervision—key midwest cities, major circuit—small circuits in Florida and Illinois—ready to relocate—excellent references. **W. H. AHRENS, 819 Black Road, Joliet, Ill.** (811)

HOUSTON, TEXAS desired by experienced manager 25 years in all phases of operations, including buying, booking, publicity, public relations and concessions. **BOX A811, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

MANAGER, 17 years experience, in Los Angeles area. Excellent references. Improve me financially, and I'll do the same for your theatre. Consider San Francisco, too. **BOX B811, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

WANTED: Manager for Lansdale Theatre, Lansdale, Pa. Excellent opportunity for experienced house manager. Prefer one willing to locate in Lansdale. Contact **DAN KATLIN, Lansdale Theatre, Lansdale, Pa.** (811)

MANAGER, suburban Philadelphia, Pa., first run class house. State salary requirements. **BOX A818, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

JOB WANTED as manager or assistant Los Angeles-Hollywood area. 28 years old, 12 years theatre experience. Moving to west coast. Reply **ALFRED SPYCHALSKI, 68 Lang St., Newark, N. J.** (811)

FATHER-SON TEAM, father highly qualified showman-strong promotion, maintenance, seeking independent or small circuit position, could supervise theatres operation with advertising, promotion, or handle management. Son, A-1 projectionist. Will relocate for worthwhile situation. BOX A825, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

Address all Correspondence to— ***The A—MAN Corner*** **Motion Picture Exhibitor**
317 N. Broad St., Phila., Pa. 19107

HANDY SUBSCRIPTION BLANK

Yes, start sending

MOTION PICTURE EXHIBITOR

plus

Showmen's Trade Review

TO:

Name ....

Title ....

Address ....

....

....

....

◆ ◆ ◆

☐ Enclosed

☐ $2.00 for one year

☐ $3.50 for two years

☐ $5.00 for three years

(Outside Western Hemisphere)

☐ $5.00 one year

☐ $8.00 two years

☐ $11.00 three years

CLIP and MAIL TODAY TO
317 N. Broad St., Phila., Pa. 19107

Certified
Progress Report on
THE
PAWNBROKER

IN THE FIRST 12 WEEKS OF ITS PREMIERE ENGAGEMENT IN NEW YORK CITY "THE PAWNBROKER" GROSSED $352,822!

DISTRIBUTED BY
THE LANDAU RELEASING ORGANIZATION
THROUGH ALLIED ARTISTS

MOTION PICTURE

EXHIBITOR

SEPTEMBER 1, 1965 Volume 74 Number 6

IN THREE SECTIONS • THIS IS SECTION ONE

Para. Raiders Hit By Anti-Trust Suit

(See page 6)

Penna. Ticket Tax Disappears Jan. 1

(See page 11)

A Julian Brylawski, president, MPTO of Metropolitan D. C. since 1923, and TOA vice-president, will be given a testimonial dinner by the Md. Theatre Owners Association marking his 50th year in the industry. Story on page 13.

CHALLENGE OF THE FUTURE . . .

see editorial—page 4

Metro-Goldwyn-Mayer
is proud to announce

the Launching

Melc

For release
in the summer
of '66

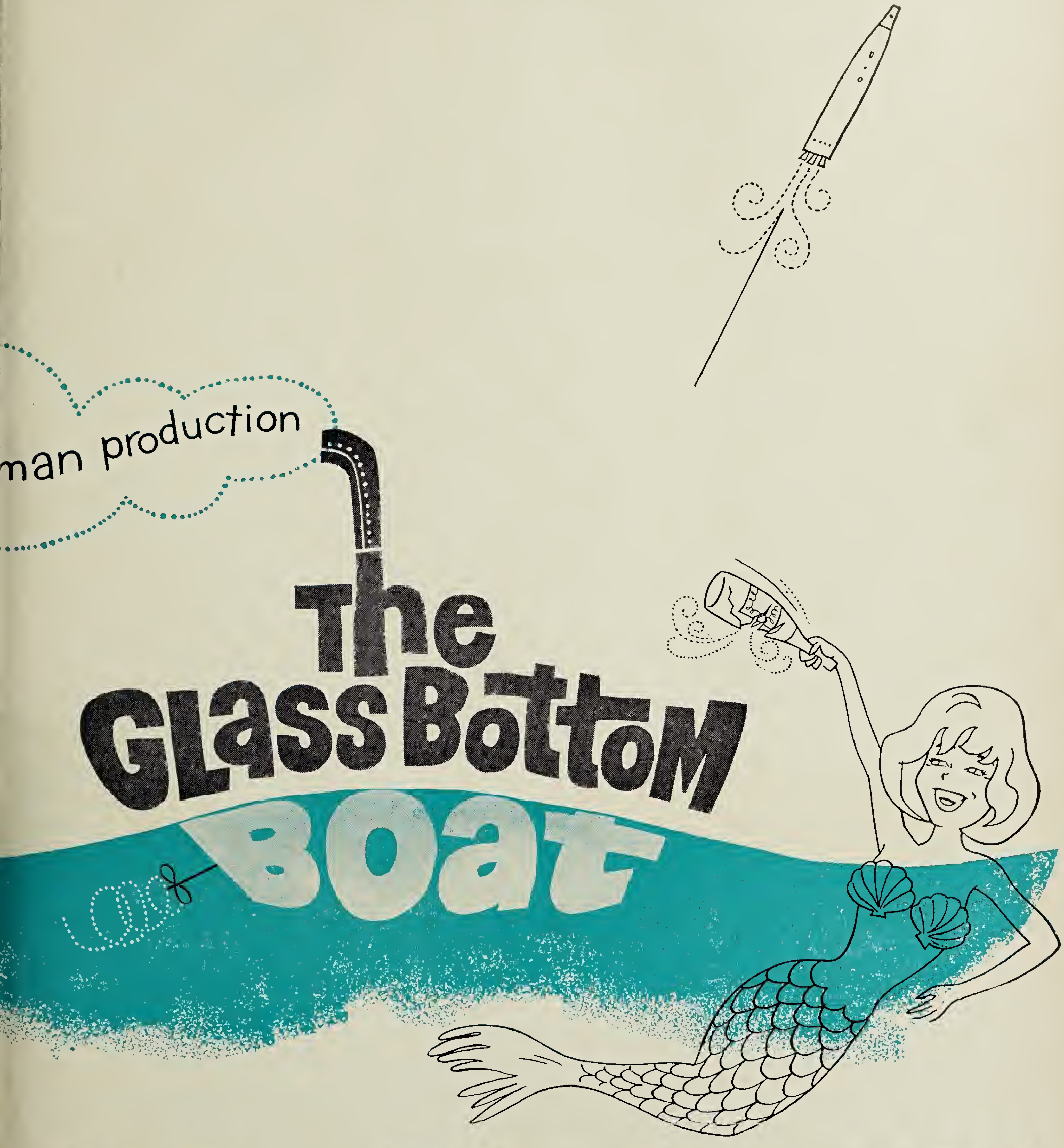
in METROCOLOR
in PANAVISION®

starring

DORIS DAY • RO

co-starring JOHN McGIVER · PAUL

produced by MARTIN MELCHER and EVE


man production
The Glass Bottom Boat

YLOR • ARTHUR GODFREY

EDWARD ANDREWS · ERIC FLEMING and DICK MARTIN

MAN directed by FRANK TASHLIN written by EVERETT FREEMAN

The Trade Paper Read by Choice—Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 3110 Elm Avenue, Baltimore, Md. 21211. New York field office: 1600 Broadway, Suite 604, New York 10019, West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.: Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecoff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: $2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, $5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WAlnut 2-1860.

MEMBER AUDIT BUREAU OF CIRCULATIONS

MOTION PICTURE EXHIBITOR Plus SHOWMEN'S TRADE REVIEW

VOLUME 74 • No. 6 SEPTEMBER 1, 1965 OUR 47th YEAR

CHALLENGE OF THE FUTURE

Science is on the march throughout the world, and every forward looking industry devotes considerable time and money to research projects aimed at strengthening their operations and increasing their ability to serve their customers.

Most industries are racing into the future, but the motion picture industry seems to be crawling. Only recently has this industry done anything at all in the way of studying its audience and improving its public relations effort. The MPAA has sponsored a very modest research program for the industry, but from all appearances, it is receiving more lip service than action. Industry-wide support has been half-hearted, at best, and the reason advanced is the uncertainty of the product situation, complicated by the current bidding system.

In the field of advertising and merchandising, the motion picture industry (and we include both exhibition and distribution) is still using ideas that were formulated decades ago for a different kind of audience. Theatres plod along, and their only contribution to effective merchandising seems to be changing the signs giving the title of a film and the stars. Incidentally, some of those titles don't do much to create interest either.

We may have a history of glamour and excitement, but we are doing very little to keep such an image alive and before the public. Advertising is only effective if it improves sales. The right kind of advertising, created with taste and imagination, is the best weapon in the merchandising arsenal, particularly when it comes to selling a new product.

The motion picture industry has many new products to sell. Consider the new faces whom the industry hopes to build into star stature. Except for rare exceptions, these youngsters do very little to boost their stock in the eyes of the public or the theatremen who must sell them to the public. This is an area of our business that could stand considerable improvement.

Some industries learn from the past. Our industry often seems imprisoned by the past. Some distributor advertising of new films has a discouraging sameness, both in style and in manner of presentation. If they have reason to believe it will be a blockbuster, they place ads across the board in all trade papers. Why? Because it has always been done that way. If they do not handle it in this fashion, then they will place an ad only in certain publications, and mollify the publications ignored by giving them ads on a different picture. Habit is king. It is the custom to place ads on film grosses in the two industry dailies. What about the other possible customers for the film who only see the weeklies? Wouldn't they be interested in early returns on a hit film as well? Nobody seems to care. The exhibitor becomes lackadaisical and who can blame him?

Certainly, the information is available to advertisers concerning the relative value of ad mediums, if they only choose to go after it. The Audio Bureau of Circulation figures give an advertiser exact information about what he is buying for his ad dollar. In other industries, the biggest advertisers live by these figures. It seems as though the motion picture industry would rather live in yesterday.

Advertising is a tool that must help a salesman close a sale. Otherwise, it is worthless. The film salesman who tries to peddle a picture that has not been advertised to the trade in the publications that they read is bucking against a stone wall, especially at the prices he must quote.

Effective merchandising is a combination of reliable information and the ability to generate excitement. Texaco sold two million fire chief hats to youngsters throughout the country, and two million sets of parents become friends of Texaco. You can bet that this friendship will be reflected in increased sales. Other companies are similarly able to capture the public's interest and imagination. It can be done.

Consider the manner in which the various airlines merchandise the motion pictures shown during their flights. These gentlemen are selling our own product with more vigor and imagination than theatres are able to muster.

Outmoded merchandising ideas need a thorough revamping.

LEARNING A LESSON THE HARD WAY

For as long as we can remember, and that takes in a lot of years in the motion picture industry, the chief complaint from independent distributors has been that exhibitors don't give them a fair break. As far as some exhibitors are concerned, the accusation has some merit.

However, the abuses are not all on one side. Not too long ago, an independent distributor came out with a double feature aimed at the kiddie trade and demanded 50 per cent terms for a Saturday and Sunday matinee engagement. The show did well at the boxoffice, but this proved to be a mixed blessing.

Today, the market has quite a few of these so-called kiddie attractions, and many of them have proved to be boxoffice "turkeys," earning nowhere near the 50 per cent terms they still demand. Early in the game, before the bloom wore off these shows, independent theatre operators didn't have a chance at these attractions. The circuits had them all tied up. Lately, the circuits have been stung by a few unsuccessful matinee engagements, and so the independent exhibitor has come to be regarded as a customer. He, too, is aware of the fact that 50 per cent terms, even at matinees only, don't pay.

We may not win any popularity awards, but we do have the courage of our convictions. We like to think that our rising circulation figures reflect the confidence of our readers that we will stand up and be counted on such questions.

Until such a time as buyer and seller in this industry learn to live together and deal at terms that give both a fair shake, no meaningful progress is possible. Rest assured, we'll sound off whenever we see examples of the unfairness that is everyone's greatest enemy.

NO ISSUE NEXT WEEK

MOTION PICTURE EXHIBITOR, as is its annual custom, will not publish next week to give a hard-working staff a well-earned vacation Labor Day week. But we'll be back with renewed vitality for the issue of Sept. 15th.

Redstone Asks Blind Bidding Ban

Allied Unable To Effect NSS Price Reduction

DETROIT—President Jack Armstrong has reluctantly reported to the Allied board of directors that Allied has been unable to effect any modification or alleviation of the uniform price schedule on standard accessories which is being charged by National Screen Service Corporation. The new price schedule announced by N.S.S. last May resulted in substantial increases in the costs of advertising materials for most theatres.

When discussions with Burton Robbins and Walter Branson of National Screen Service Corporation proved fruitless, Armstrong appealed to the presidents of film companies to encourage the use of display materials by making standard advertising accessories available without charge with each booking. Several of the film company presidents were most cooperative, but it soon became apparent that the problem was not in the cost of obtaining the advertising but in the cost of distributing it to the theatres. Allied investigated a number of possible distribution systems, none of which proved to be feasible.

Not wishing to take the risk of subjecting theatremen to the inconvenience and expense which was experienced several years ago when they were required to obtain the trailers and advertising accessories directly from one of the film companies, Armstrong recommended to the board that the membership be notified that Allied has explored all possibilities and is unable to effect any reduction in the cost of standard advertising accessories.

Koehner To Landau-Unger

NEW YORK—Fred Koehner has been appointed comptroller of the new Landau-Unger Company, Inc., it was announced by Ely Landau and Oliver A. Unger.

Koehner was previously associated with Cinerama, Inc., where he was vice-president and treasurer and a member of the board.

"Pawnbroker" Censorship Reversed In Kansas

NEW YORK—"The Pawnbroker," controversial Ely Landau film, has been approved to be shown uncut by the Kansas State Board of Review, which rescinded its original decision to delete parts of the film.

This ruling toppled the last bastion of resistance to the highly acclaimed film which stars Rod Steiger.

"The Pawnbroker" is distributed by the Landau Releasing Organization through Allied Artists.

CATV Proposal Tabled

ORRVILLE, O.—Orrville city council tabled until Sept. 13 a proposal to grant a franchise for community antenna television service to Armstrong Utilities, Inc., of Kittanning, Penna., following objections voiced by Ken Prickett, executive secretary, Independent Theatre Owners of Ohio, and by owner Leonard Mishkind and manager Frank E. Wade of the Orr Theatre.

Prickett said CATV is a "foothold in the door for pay tv" and that it would be a fair test to submit the proposition to the voters in a public referendum rather than granting a francise merely by council vote.

He pointed out several pitfalls in granting CATV franchises, including doubtful legality of granting 20-year franchises when radio and tv stations must have licenses renewed every three years. He pointed to possible violation of FCC regulations and to violation of copyright laws.

Disney Declares Dividend

NEW YORK—The board of directors of Walt Disney Productions at an adjourned regular meeting declared a regular quarterly cash dividend of 10 cents per share, payable Oct. 1 to stockholders of record as of Sept. 15.

Seen at the recent signing of papers which consolidated the individual operations of Ely A. Landau and Oliver A. Unger at the first meeting of the newly formed Landau-Unger Company in New York were, seated, Oliver A. Unger, executive vice-president; and Ely A. Landau, president; and standing, left to right, Herbert R. Steinmann, vice-president and partner; Alfred Markim, in charge of operations and production; Erwin Lesser, general sales manager of Landau Releasing Organization; Frederick E. Koehner, comptroller; Edythe Rein, vice-president; Bernard G. Kranze, vice-president in charge of distribution; Henry T. Weinstein, executive producer; and Paul N. Lazarus, Jr., executive officer and partner.

Judge Palmieri Cites Need for Further Study; Col. Studio Exec Says Only Ed Hyman Got Peek

LOS ANGELES—At a hearing on the petition of National General Corporation to acquire a theatre in Salt Lake City, Judge Edmund L. Palmieri, U. S. District Court for the Southern District of New York, was petitioned in a memorandum submitted by Sumner M. Redstone, president, Theatre Owners of America, to take steps to end blind bidding.

Redstone's memorandum stated: "It is the considered judgment of motion picture exhibition that the welfare of the industry can be substantially enhanced if this hearing results in a ban on blind bidding . . . It is the most controversial and abhorrent practice in the industry today. The practice is not only morally unjustifiable and potentially catastrophic from an economic point of view, but necessarily carries with it the seeds of discrimination . . . It is our opinion that with the turmoil and confusion which is necessarily created by the bidding processes, every exhibitor will take advantage of any opportunity to find out as much as he possibly can about any motion picture on which that exhibitor must risk not only playing time but thousands or perhaps tens of thousands of dollars."

It was argued that "so long as blind bidding exists, discrimination must necessarily follow." And it was further said that "the motion picture industry today is fraught with turmoil and confusion" and that "the most vigorous competitive bidding exists in city after city throughout the U. S. Where there is added to this general condition of turmoil the necessity for an exhibitor to gamble thousands of dollars on a motion picture which he has not witnessed, the potential for economic disaster is enhanced . . . Motion picture exhibitors or distributions cannot themselves solve the problem."

Judge Palmieri said the question of blind bidding calls for further study in the light of the consent decree of 1940, and held that "there is something to be said for the distributor's point of view" in consideration of time contingencies involved in readying product for prime holiday playing time.

U. S. Department of Justice antitrust counsel Maurice Silverman declared there are two facets of the subject to be considered: whether blind bidding is per se objectionable, and, if so, its adverse effects, and whether blind bidding leads to discrimination.

Gordon Stulberg, Columbia vice-president and chief administrative officer of the studio, stated that an exhibitor is in a better position to evaluate the boxoffice potential of a film after seeing it first; but that 50 per cent of the time, the exhibitor would guess wrong. The history of the picture industry, he said, proves that grosses can't be anticipated beforehand by looking at product. He denied that "outsiders" were ever permitted to see advance showings or rushes of Columbia product with the exception of Edward L. Hyman of American Broadcasting-Paramount Theatres, who on his yearly junkets to Hollywood, along with his top aides, would be shown "samples" of films then in production. Hyman resigned as vice-president of AB-PT (now American

(*Continued on page 11*)

Para. Fights Dissident Directors; Hits Raiders With Anti-Trust Suit

NEW YORK—Paramount Pictures Corporation instituted court action here charging violation of anti-trust laws by two members of its board of directors, Herbert J. Siegel and Ernest H. Martin, and four companies with which either Siegel or Martin is associated. This action followed the board's ouster of Siegel and Martin from the company's executive committee.

The complaint, filed in Federal Court, charged "a conflict of interest" and "harassment" on the part of the two directors and contended that their presence on the board gives them access to confidential information which places them in a highly advantageous position as competitors. Paramount also charged that their actions as board members have been detrimental to the best interests of the company's stockholders.

In addition to Siegel and Martin, the complaint also names as defendants Baldwin-Montrose Chemical Company, Inc., General Artists Corporation, Feuer and Martin Productions, Inc., and FMI, Ltd.

The complaint asks an injunction enjoining the defendants from acquiring additional Paramount stock, soliciting proxies, voting stock or proxies, and from participating in any Paramount meetings, or acting in any way, as directors.

An order to show cause, the summons, complaint and an affidavit of Paramount's president, George Weltner, were filed in U. S. District Court of the Southern District of New York with Judge Wilfred Feinberg by Attorney Louis Nizer whose firm, Phillips, Nizer, Benjamin, Krim and Ballon, together with Simpson, Thacher and Bartlett, are counsel to Paramount in this litigation.

In the affidavit supporting the complaint, Weltner points out that Baldwin-Montrose, of which Siegel is chairman of the board, continues to hold 70 percent of the stock of GAC despite a pledge to divest itself of such holdings. In addition, the affidavit contends that Baldwin-Montrose has made no agreement to sell its controlling interest in GAC and that its latest filing with the Securities and Exchange Commission asserts that there is not "any assurance that the company had determined to sell such holdings."

The Paramount board of directors, the company contends, agreed to elect Siegel and Martin to the board on the pledge that Siegel would divest himself of all control and connection with the GAC talent agency. At that time, Siegel announced his resignation as president and director of GAC, and Baldwin-Montrose simultaneously said that it was working on a plan to divest itself of its GAC holdings. Paramount charges that the defendants misrepresented their intentions to the stockholders and the company regarding their position on divestiture.

Weltner's affidavit, in supporting Paramount's charges of "conflict of interest" and the competitive nature of GAC's business activities, notes that GAC is one of the three largest talent agencies in the world and the "single largest source of performer talent employed by Paramount." In addition to representing performing and creative talent in all areas of show business, GAC packages and represents television shows, the complaint asserts.

Newington, Conn., Police Chief Andrew J. McCusker beams over checks totaling $1,776, the result of drive-in theatre "Jimmy Fund" collections for Children's Cancer Research Foundation. At left is Richard Buzzell, E. M. Loew's Hartford Drive-In, and at right is Cy Menschell, Outdoor Theatre Corporation's Pike Drive-In.

Paramount contends that "any continuation of an interest in the GAC talent agency (by Siegel) while serving as a director of Paramount raises the most serious questions of violation of the anti-trust laws and the improper disclosure of confidential information to a business rival.

According to the charges, Siegel and Martin commenced a program of harassment; attempted to demoralize executives and employees, and engaged in vituperation, insult, threat, and misrepresentation at meetings and interfered with the company's business relationships with third parties. These actions, it was added, injured the company's reputation and high-standing in the industry and with the public.

When Siegel and Martin demanded information considered by Paramount to be confidential for competitive reasons relating to agreements with talent, producers, and the purchase of literary properties, the company (as recently as August 16, 1965) requested information as to what steps these two directors had taken "to effect the previously avowed divestiture," the complaint says. There was no reply to this request, but instead a petition was filed by Siegel and Martin in New York Supreme Court against Paramount and the other directors seeking to compel access to Paramount's confidential corporate books and records.

The complaint gives numerous examples of the business difficulties that would arise if the type of confidential information available to the Paramount board were to become known to agents representing talent or properties or persons competing with Paramount in the motion picture or television fields. It is further charged that the presence on the board of a GAC representative gives the agency access to intimate details of contracts and performer compensation which puts it in an excessively favorable position to the detriment of Paramount, other motion picture companies, and other talent agencies.

In reviewing the company's association with Siegel and Martin, Paramount's complaint

(*Continued on page* 12)

Record Half-Year For UA As Many Features Click

NEW YORK—Robert S. Benjamin, chairman of the board, and Arthur B. Krim, president, announced that the net earnings of United Artists Corporation for the first half of 1965 were the highest for any six-month period in the history of the company and amounted to $6,189,000 ($3.06 per share) after provision for income taxes of $5,950,000. This compares with net earnings of $4,509,000 ($2.23 per share) for the first six months of 1964, which constituted a then all-time company high and exceeded the earnings for any previous full 12-month period. The stated earnings per share are based on the number of shares outstanding as at July 3, 1965.

The company's worldwide gross income for the first-half of 1965 totalled $95,247,000, as compared with $88,877,000 for the same period of 1964.

Benjamin and Krim further reported that this upward trend is continuing in the third quarter due to the outstanding results realized from a number of releases, particularly "HELP!" starring the Beatles, and "What's New Pussycat?" starring Peter Sellers and Peter O'Toole, both of which were launched in the third quarter, and the extended distribution of "The Greatest Story Ever Told," "The Train," "The Hallelujah Trail," "THE KNACK . . . and how to get it," "Goldfinger," and the reissue of "Dr. No" and "From Russia With Love."

Based on the current program and the formidable schedule of future releases, Benjamin and Krim predicted a record-breaking 1965 and an equally successful 1966.

Pioneers Raffle Set

NEW YORK—Morris E. Lefko, MGM vice-president and general sales manager and chairman of the 27th anniversary dinner of the Motion Picture Pioneers, announced that a 1966 Imperial convertible by the Chrysler Corporation will be the top prize offered at the Pioneers' annual raffle.

The raffle will be held at the gala dinner on Nov. 22 at the Hotel Americana honoring MGM president Robert H. O'Brien as "Pioneer of the Year."

Lefko also announced the appointments of Dan S. Terrell, MGM executive director of advertising, publicity and promotion; Emery Austin, assistant to Terrell; and Si Seadler, director of special projects, as co-chairmen of the publicity committee for the dinner.

Chatkin To Skouras Circuit

NEW YORK—Stanley A. Chatkin has been appointed advertising and publicity director of the Skouras Theatres Corporation, it was announced by Salah M. Hassanein, president.

In addition to supervising the advertising, publicity, and exploitation activities of the 52-theatre chain, Chatkin will handle similar responsibilities for the United Artists Theatre Circuit in the east.

Chatkin has been associated with the Radio City Music Hall, Metro-Goldwyn-Mayer, Warner Bros., and Columbia Pictures.

MCA Preferred Dividend

NEW YORK—The board of directors of MCA, Inc., declared a dividend of 37½ cents per share on its outstanding convertible preferred stock to preferred stockholders of record on Sept. 17, payable Oct. 1.

UNITED ARTISTS

announces, with pride, the start of
production of one of the most heroic
and exciting adventures of all time
Its unique and fascinating story
together with its brilliant cast
promises a new experience in
motion picture entertainment........

in CINERAMA

CHARLTON HESTO

as GORDON

A JULIAN BLAUSTEIN PRODUCTION

IN CINERAMA® ♦ FILMED IN ULTRA PANAVISION® ♦ TECHNICOLOR®

THRU UA

LAURENCE OLIVIER

as THE MAHDI

RICHARD JOHNSON
RALPH RICHARDSON

oum

Museum Dream Sees Hall Of Fame For Enshrining Hollywood's Greats

By MARK GIBBONS

(Third article in a HOLLYWOOD MUSEUM series)

HOLLYWOOD—The proposed Hollywood Museum started with an imaginative idea in the brain of some unidentified individual who may forever remain anonymous. The idea evolved as a loosely formed organization of many committees, more than $1 million worth of artifacts that have been collected and stored, a vacant lot, and almost $400,000 worth of architect plans—to say nothing of more than $1.2 million expended in county funds and $780,000 in donations as a down payment on $5 million pledged from donors, mostly in the ranks of Hollywood moviemakers.

Just what the above description of the idea is meant to project is a living, vital, growing, ever-changing museum devoted to the movies, plus other media of electronic communication—a library of world-wide import of the history and development of film, tape, and records (even the tin foil on which Thomas A. Edison first recorded "Mary Had A Little Lamb"). The Hollywood Museum would be a continuing exhibition gallery of the industry's present, a laboratory of its future, and a deathless chronicle of its past. As such, it would be a unique public facility well beyond comparison to the historian, the scientist, the student, and, with no mild conjecture, fascinating to the more than casual Hollywood tourist as well as the home-grown residents. The impact of electronic communication during this century is not measurable from filmdom's "The Great Train Robbery" to the television pictures reproduced in movie houses of astronaut Ed White walking in space. Maybe it would be Al Jolson warbling "Sonny Boy" or a place to find Mary Pickford as the screen unidentified Biograph Girl; or perhaps films made of the isolation of the human cell and the process within it would be just as much a part of the museum as a film clipping of a Louis Pasteur experiment actually filmed in 1902. Then again, it could be the filming of the fatal shooting of Lee Oswald in Dallas before the startled gaze of more than 100 million video and newsreel theatre viewers, which in turn could historically balance with movies of the San Francisco earthquake or President Kennedy 20 minutes before his assassination, or President McKinley 20 minutes before his.

The proposed edifice would house the history of the instruments of communication—the phonograph from Edison to the juke box; the camera, radio, tv. Here would be the storehouse for the fantastic research of the movie industry into history to faithfully reproduce Roman plazas and Hogarthian alleys; Shakespeare's home and Ehrlich's lab; authentic costumes from every period in history; chariots and weapons and kitchen utensils mankind has used in time; modes of speech and variations in habits.

Hollywood studios have expended billions on such research, most of which has deteriorated in files until discarded. Sol Lesser's heart aches to think that the research for "The Greatest Story Ever Told" was given to the Virginia Art Institute because there was no Hollywood Museum to receive it. A major functon of such a museum—and one which has been followed during the period of the Lesser organization—is the preservation and restoration of rare films. Every feature movie and most other motion picture work prior to 1950 was made on the now obsolete acetate film, which deteriorates and becomes dust within a few years. The Lesser organization has been restoring disintegrating film during the past five years through a grant from Eastman Kodak and the labors of Kemp Niver. Also being transferred to film are many of the old "paper" movies, the only record of them being the prints on strips of paper in Washington's Library of Congress for copyright purposes.

There are two schools of thought on what the function of the museum should be. Is it to be primarily a tourist attraction, or a center for serious study and research, or a combination of both?

Since the county government is unwilling or unable, or perhaps both, to bear the cost of building the facility and share in the annual operating expenses, the money must come from somewhere. The Lytton Committee's findings warned that under present architectural plans, the museum, for which almost $400,000 has been paid, ultimately would cost in excess of $21 million, and yearly operational costs would range from $4 to $6 million. But even the present Lesser administration's severest critics do not accept the Lytton estimates because they know full well that the committee was appointed by the county supervisors, who would seem to want to eat their museum cake and have it too.

After weeks of researching and interviewing, this reporter believes that the museum will become a reality and that Julian Myers' philosophy of to-Hell-with-the-politicians-let's-do-it-ourselves epitomizes the very probable outcome.

(Next installment: How do movie producers and exhibitors feel about the Hollywood Museum? Should the $1.2 million already expended be allowed to go down the drain and the whole idea forgotten? Should the motion picture and its allied communication industries pick up the tab and make a dream come true? Mark Gibbons comes up with some pertinent comments from all over the country.)

Allied Offers Members Prudential Group Insurance

DETROIT—Allied States is again offering its members group life and personal accident insurance issued by the Prudential Life Insurance Company.

Members who pay dues to regional exhibitor associations affiliated with Allied, as well as their employees, provided the insured work at least a 30 hour week and are at work when the policies become effective, are covered.

There is no age limit, but termination is automatic with failure to pay premiums, if the employer fails to pay membership dues, or terminates his membership. An employee who leaves also loses his policy.

Unless application is delayed, there is no physical examination.

The cost is $1 per 1,000 per month for those under 60, slightly higher above that age. Employee insurance is tax deductible.

Unger To New Post

NEW YORK—Tony Unger has joined the Landau-Unger Company, Inc., and will shortly leave for Paris.

Tony Unger has been producing in Ireland, Africa, Europe, and Asia for Unger Productions, Inc., as an aid to his father, Oliver A. Unger. In addition to his new functions at the Landau-Unger Company, Tony will also be active in production of "Marrakesh," an action-adventure film being shot in Morocco with Tony Randall, Senta Berger, and Herbert Lom.

Para. Votes Dividend

NEW YORK—The board of directors of Paramount Pictures Corporation voted a quarterly dividend of 50 cents per share on the common stock, payable Sept. 20 to holders of record Sept. 3.

Disney Applies For Lease To Develop Mineral King

HOLLYWOOD—Walt Disney submitted an application to the U. S. Forest Service for a lease to develop extensive summer and winter recreational facilities at Mineral King, a picturesque 20-square-mile area in the California Sierra Nevada Mountains.

During its regular quarterly meeting, Walt Disney Productions' board of directors voted full approval and support of the action.

The Forest Service issued a prospectus last March to solicit proposals from private investors for the development of a year-round recreation site at Mineral King. The prospectus noted the ever-increasing public demand for winter sports facilities, especially by the burgeoning southern California area.

"Our whole master plan for this region is based on two very important needs," Disney emphasized. "First is the necessity to preserve the great natural beauty of the site. This is a must.

"Second, we want Mineral King to become a year-round recreational facility for everyone, regardless of age, income, leisure-time interests or athletic abilities."

Disney noted that his plans center around the development of ski lifts and trails, making available some of the longest and most perfect ski runs in North America. Many champion skiers believe they rival any slopes in the entire world, according to Disney.

Disney stressed, however, that novice and intermediate skiers have also played a major role in his concepts for Mineral King. "A large majority of those on skis are in these categories," he pointed out. "For them, we've made plans to offer some of the best beginning and intermediate runs available anywhere. This area could become the basic training ground for future Olympic skiers."

Although skiing and other types of winter activities are important elements of his proposal, Disney said that summer recreational opportunities at Mineral King are of equal importance.

"Facilities for fishing, camping, pack trips, hiking, wildlife study trips, picnicking and sight-seeing by ski-lift are included," he said. "According to our studies, Mineral King should offer a wide range of activities for everyone every day of the year."

Skouras Circuit Opens All-Purpose D-150 House

NEW YORK—Leading representatives of the motion picture industry witnessed another "first" in technological progress last week, the trade demonstration of the world's first All-Purpose theatre, as developed by Dimension-150, Inc., which has been installed at Skouras Theatres' new U. A. Theatre, Lefrak City, Queens, New York.

Salah M. Hassanein is president of Skouras Theatres, and the system is the brainchild of Dr. Richard Vetter, vice-president in charge of research for D-150, Inc., and co-developer of the system with Carl Williams, both formerly associated with the University of California.

The remarkable feature of the new All-Purpose theatre is that all projection processes can be exhibited on one giant, wall-to-wall, deeply-curved screen, without distortion.

Programming can be switched immediately from standard 35mm presentation to any other process, including Dimension 150. Heretofore, it was necessary to close a theatre for days, while screen and projection equipment were changed.

According to a report from Marshall Naify, president of D-150, Inc., and United Artists Theatre Circuit, Inc., the All-Purpose system consists of three basic elements:

1. A set of corrective projection lenses which eliminate all distortion and permit the presentation of all aspect ratios on the deeply-curved screen.
2. All-purpose, deeply-curved screen specially treated to eliminate all cross reflection.
3. Automatic screen masking system devised for instantaneous adaptability to any aspect ratio presentation.

Distortion for any type of picture is completely eliminated through the use of special lenses. These lenses introduce a mild rectification of the image to permit distortion-free viewing on a deeply-curved screen.

The projection system includes an elaborate motorized screen masking system, designed by Joseph Kelly of Skouras Theatres Corporation. The masking system is controlled by a simple push-button selection at each projector operation station. Separate adjustments for top and side masking provide an unlimited variety of picture widths and heights. Duplicate control panels are provided to operate the screen masking and curtain from a backstage location, should the need arise. The screen frame, curtain track, and masking tracks are all combined into a self-contained package.

Naify announced that it is his intention to install the All-Purpose system in all future theatre construction by U.A.T.C. and its affiliates.

Gov. Scranton Signs Bill Banning Ticket Tax; Pittsburgh Exempted

HARRISBURG—Pennsylvania's movie admissions tax will die automatically at 12:01 a.m. New Year's Day.

"It's generally on the way out," said Gov. Scranton in signing a bill on Aug. 20 banning the levy everywhere in the Commonwealth except Pittsburgh, effective Jan. 1, 1966.

The tax is imposed by 365 municipalities, including 113 school districts, according to Sam M. McCune, head of the Local Government Conference, who joined with Dauphin County legislators in pressuring the governor to veto the measure. It means a loss to the Harrisburg city coffers of more than $55,000 in annual revenue.

The governor said he found it "most difficult to make a decision concerning this bill," which was amended in the House of Representatives to permit only Pittsburgh to continue its ticket tax at a maximum rate of 10 percent.

"Several cities, boroughs, and townships still depend on revenues from this tax to pay for some of their services to the public," he said. "Some of them will have considerable difficulty in readjusting their budgets. Likewise, on an overall policy basis, I am always reluctant to force such changes on local government."

At another point in his statement, Scranton said the "revenues across the state from it are comparatively minor, especially eliminating the amount collected in the city of Pittsburgh."

Scranton noted the Pittsburgh exemption as "one very questionable provision" in the repealer, adding, "although I am informed this is a constitutional exemption, nevertheless it appears as discrimination against other areas."

"On the other hand," the governor continued, "I believe most objective persons would consider this tax in the lower drawer among desireable ones. It affects an industry which has unquestionably suffered serious setbacks as a result of competition from radio and television.

"Further, most cities, boroughs and townships have eliminated this tax across the state for this and other good reasons."

The "last and perhaps most important of all" the considerations, he added, was that the bill passed both houses "by strong majorities, and I must assume then that the legislative intent is clear."

MGM To Sell Post-'49 Feature Films To ABC

NEW YORK—Robert H. O'Brien, president of Metro-Goldwyn-Mayer, announced that arrangements have been reached between MGM and the American Broadcasting Company for the sale of 15 post-1949 feature films. Scheduled to be shown on the ABC television network during the 1966-67 season, the films will represent many of MGM's most successful and well remembered boxoffice attractions. Although figures have not been announced, it is believed that these features have been licensed for the highest prices ever paid for feature pictures by a network.

Also, it was announced by O'Brien that MGM has concluded an additional arrangement with ABC to produce six feature films, each two hours in length, also for broadcast during the 1966-67 season.

Rizzoli Sets Canada Rep

NEW YORK—Tempo Films, Ltd., of Toronto, Canada, has been designated as the distributor of Rizzoli Films throughout Canada, it was announced by Irving Sochin, vice-president and general manager of Rizzoli Film Distributors, U.S.A.

T. Alex Metcalfe, a veteran in the Canadian movie distribution area, is president of Tempo Films, Ltd., which specializes in release of commercial and art films.

Included in current Rizzoli Films now being exhibited in the U.S. are "Red Desert," "White Voices," and "The Moment of Truth."

Attending the recent premiere for MGM's "Operation Crossbow" at Loew's, Washington, D. C., for the benefit of the Air Force Village Foundation were, left to right, Mrs. Fred Dean, chairman of the benefit; Robert Lansing, master of ceremonies for the premiere; Major General Leigh Wade, USAF Ret., one of the pilots of the first around the world flight in 1924; Mrs. John P. McConnell, wife of the Air Force's Chief of Staff; and Lou Formato, MGM assistant central sales manager.

Governor Goes West

NEW YORK—Governor Films has concluded a deal with Favorite Films of California for representation in six western exchange territories. Pact negotiated by David Emanuel, president of Governor Films, and Newton P. Jacobs, head of Favorite, involves all of Governor's product. Favorite Films has offices in Los Angeles, San Francisco, Seattle, and Denver. Other areas include Portland and Salt Lake City.

Blind Bid Hearings

(Continued from page 5)

Broadcasting Companies) at the end of last year.

Decision on NGC's application for a Salt Lake City situation is expected to be made by Judge Palmieri by Sept. 3.

Sacks Opens Savoy (RKO Memorial) As New Chapter In Success Story

BOSTON—Ben Sack, who has just added the former Keith Memorial Theatre, one of the last of the old time film palaces, to his chain, giving him six showcase houses in Boston, opened the house after remodeling with new marquees on two sides, and inside and out, with "Morituri."

Sack, at a reception for the opening of the old Keith house which used to show films and vaudeville, stated: "It pained me deeply when I first learned that the Memorial was going to close its doors. I wanted nothing more than to see the RKO people continue successfully. Believe it or not, I never regarded them as competitors. If business was good for them, it would be beneficial to all of us downtown. But, for various reasons of company policy, they resolved to close the house.

"The thought of such a magnificent showcase closing prompted me to negotiate with the RKO people, and the result is that the Memorial now joins the Sack Theatre chain as the Savoy, which, I think, suggests the magnificence and elegance of the theatre.

"No doubt the prophets of doom and gloom are already sounding their trumpets. But, I want to tell you this: All these years I have had faith in the city of Boston and in the motion picture industry, and in the film going public. And now I have more faith and optimism than ever before. There is a dynamic spirit abroad in this city of ours. The Prudential Center, the West End Redevelopment, the South Cove and the waterfront projects. Right next to the Savoy will be a luxurious high rise apartment house with 400 apartments. I tell you, this city too has turned the corner. . . . the city of Boston is now entering upon an era of resurgence and vitality which will put the doom and gloom boys to rout. I am proud to be a part of this rebirth, and I will try to present the best possible entertainment at all of our theatres.

"The Savoy has now had a face-lifting job, but we have retained the elegance and charm of the old Memorial, and blending in the modern, sleek and functional, we have a beautiful theatre to offer. We shall pursue a policy of top motion picture entertainment interspersed at times with worthy stage presentations."

Sack, commenting on his start in exhibition 10 years ago, said: "When I started out in this business 10 years ago with the Beacon Hill Theatre, many people, both in and out of the motion picture industry, thought I was crazy. After all, what was a junk man doing in a business plagued with competition from tv and drive-ins. I don't mind telling you, it wasn't easy sailing. It took guts and money and work to get the Beacon Hill going. The Saxon, which of course, was the old Majestic, was a different story. Here we had a Shubert house that would be a parking lot today. I went in with 'Oklahoma' and Mike Todd's 'Around the World in 90 Days' and the house was an immediate success. Most everyone thought I should have quit when I was ahead. But along came another potential parking lot, the old Plymouth, another legit theatre, and I took the plunge. I invested a small fortune in redecorating the house, poured still more into film product, and after many discouraging months, finally turned the corner. Along came a new challenge, the old Copley. Nine previous operators had failed to make the Copley run profitably, and I was told that I would surely be the 10th failure. Well, I almost was. I tried everything. I was told the theatre was off the beaten path, that there was no parking, that it was jinxed. But when 'Breakfast at Tiffany's' opened at the Capri, all the excuses were given the lie.

Joy McGarry, MOTION PICTURE EXHIBITOR Miami correspondent, and secretary to Wometco vice-president Harvey Fleischman, recently received an award marking her 20 years with the Florida theater chain at the annual Old Guard banquet. Colonel Mitchell Wolfson, Wometco president, makes the presentation.

"But the biggest folly of all was Ben Sack's Music Hall (the former Metropolitan). New England Theatres, old time experienced exhibitors, threw in the sponge. Nobody, but nobody would touch the theatre with a 10-foot pole. Believe me, when I tried live entertainment and failed, after having plowed a fortune into refurbishing the house, and I put up huge film guarantees and failed, I was inclined to admit that this was folly.

"But we kept banging away and, starting with 'Cleopatra,' we had one of the only successful engagements in the country, and then 'Carpetbaggers' and 'Shot in the Dark,' and more recently, 'Goldfinger.' We finally put to rest all those old bugaboos.

"Even the new Capri, out of the way (the other Capri had to be torn down because of the new turnpike), has finally made it with 'Zorba the Greek.' Where I couldn't even buy a third rate feature for the theatre at one time, I now have the film companies coming to me. 'Cat Ballou,' a really funny film, which has been well received, is going good there now.

"In all my 10 year experience, one thing stands out: If you give the public a diversified assortment of good entertainment in comfortable, clean surroundings with the best equipment and utmost courtesy, you are bound to succeed. This is precisely what I have tried to do. I have invested a fortune in the best projection equipment, in attractive theatres, and have stepped out, frequently way out, on a limb, to get the best pictures. The results speak for themselves. Within the past two years, each of the theatres has set a new record. During the Christmas period alone, the five Sack Theatres took in as much money as all of the suburban and neighborhood houses combined."

Para. Sues Raiders

(*Continued from page 6*)

says that Siegel had, as a shareholder, received approval from the New York Supreme Court to inspect the list of the company's stockholders. The Court had noted at that time that Siegel's corporation, GAC, "is engaged in numerous activities in fields related, similar, or identical to those in which Paramount is engaged and thus may be accurately called, substantially, a competitor of Paramount."

At the board meeting here, it was noted that Siegel and Martin were removed as members of the company's executive committee because of Siegel's failure to divest himself of his GAC holdings as pledged to the stockholders and the company, and the conflict of interest of both directors. It was also pointed out that Siegel and Martin refused to support the declaration of Paramount's regular quarterly dividend to its shareholders, a payment which the company has made uninterruptedly since its inception.

The complaint states that Martin, a partner in the Broadway production company of Feuer and Martin, is closely allied with Siegel and cites evidence to prove that they are acting in concert. Weltner's statement further contends that the show business activities of Martin and his related companies, involving the production of Broadway shows, their sale to motion pictures and television, and participation in the recording business, also makes him a competitor and provides him with confidential information which "seriously diminishes the bargaining and marketing position of Paramount, could give rise to improper influence, and damages the competitive position of other motion picture and television firms."

Paramount further charges that Martin is merely a representative of Siegel and Baldwin-Montrose, and thus GAC's nominee. It is claimed that Martin's ownership interest in Paramount, through which he acquired his present status as a director, was financed by Baldwin-Montrose through a bank loan made to Martin's company, FMI, Ltd., which financed the purchase of the Paramount holdings.

In addition, Paramount called attention to the Screen Actors Guild's basic contract with the motion picture companies which specifies that no agent or owner of an interest in a talent agency shall be an active motion picture producer or own more than five per cent of the stock in a motion picture company.

"The provisions of the Guild contract," the complaint stated, "were adopted out of recognition of the conflicts of interest and anticompetitive consequences that would arise from any acquisition of a talent agency, such as GAC, of a substantial interest in a motion picture company, such as Paramount." It was pointed out that Baldwin-Montrose, the parent company of GAC, now owns or controls more than five per cent of the stock of Paramount and "is thus severely jeopardizing Paramount's satisfactory labor relations with a major union representing the bulk of its employees."

As support for its legal position, Paramount cited the MCA case. It pointed out that MCA was the world's largest talent agency and had acquired an interest in Decca Records, which owned Universal Pictures Corporation. "That acquisition, among others," it was noted, "was attacked by the Government in the MCA case. The action terminated with the evoking of a consent decree, in October, 1962, which reflects the attitude the United States Government and the judicial approval of a United

(*Continued in next column*)

Metro-Kalvar Appoints New President, Treasurer

NEW YORK—At a meeting of the board of directors of Metro-Kalvar Corporation, a company owned jointly by Metro-Goldwyn-Mayer, Inc., and Kalvar Corporation, Noel R. Bacon, who formerly served ae vice-president of the company was elected to the post of president and a member of the board of directors. Jason Rabinovitz, treasurer of Metro-Goldwyn-Mayer, Inc., was elected treasurer, and Benjamin Melniker, vice-president and general counsel of Metro-Goldwyn-Mayer, Inc., was named a member of the Metro-Kalvar board. The announcement was made by Robert H. O'Brien, chairman of the board of Metro-Kalvar and president and chief executive officer of Metro-Goldwyn-Mayer, Inc.

Bacon, who joined Metro-Kalvar as vice-president in 1963, was previously associated with American Machine and Foundry Company as manager of programs control for the government products group. Prior to that, he served for 21 years with the United States Navy and retired in the rank of Captain. Immediately before his retirement from military service, he was commanding office, U. S. Naval Photographic Center, Anacostia, D. C.

Metro-Kalvar was organized in 1961 to further the applications of Kalvar film in the motion picture and television fields. The Kalvar film is unique in that it utilizes heat rather than chemical processes to reproduce images on film.

The first production models of the revolutionary 16mm motion picture printer-processor are scheduled to become available in October. These units will be used as demonstrators at selected laboratories, production centers, and distribution companies preparatory to general marketing.

The new printer-processor will be in demonstration at the Society of Motion Picture and Telivision Engineers convention in Montreal Nov. 1-4 and at the Industrial Photographic and Television Exhibition in London, Nov. 15-20. Similar demonstrations are planned for Paris and Rome following the London exhibition.

New PR Firm Set

LOS ANGELES—Edward Shaw and Martin Roberts announced the formation of a new national public relations and advertising company. The firm, Shaw & Roberts, is headquartered in Beverly Hills, with east coast offices in New York.

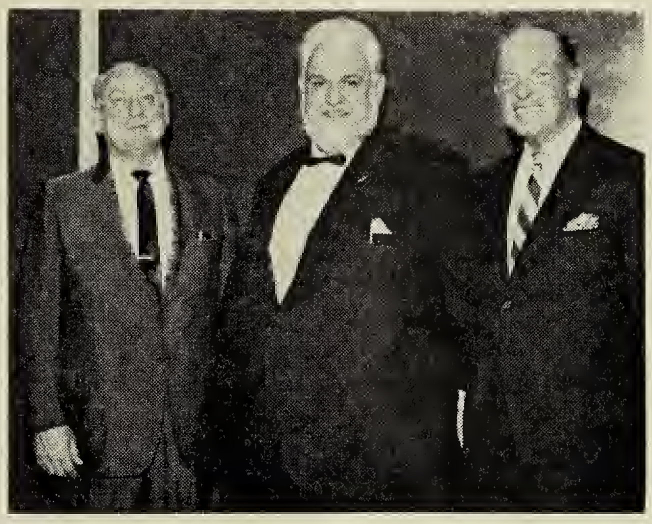
The new company will have five separate divisions: talent department, sports department, industrial public relations department, film department, and advertising agency.

Prior to the organization of the company, Shaw was public relations director of Electronovision, Inc. Veteran advertising executive was for 10 years director of advertising and promotion for National Telefilm Associates, Inc. Most recently, he was associated with KHJ-Radio as director of promotion and sales development, and later as vice president of advertising and promotion for Electronovision.

States District Court with respect to such acquisitions."

In addition to seeking the injunction enjoining Siegel and Martin from acquiring additional stock or acting as directors, the complaint also seeks treble damages and the payment of court costs by the defendants.

Md. Theatre Owners Fete Brylawski To Observe His Golden Anniversary



Attending a recent preview of MGM's "Laurel and Hardy's Laughing 20's" in New York were, left to right, Morris Lefko, MGM vice-president and general sales manager; Robert Youngson, producer of the compilation; and Si Seadler, MGM director of special projects.

WASHINGTON—Highlight of the annual convention to be held by members of the Maryland Theatre Owners Association on Sept. 13-15 at the Washingtonian Motel and Country Club, Gaithersburg, Md., will be a testimonial banquet for Julian Brylawski in observance of his 50th year in the motion picture industry.

Industry leaders, including movie stars and film and theatre executives, will be on hand to pay tribute to this distinguished showman, who has been president of the Motion Picture Owners of Metropolitan D. C. for the past 42 years. Brylawski, who also is a vice-president of the Theatre Owners of America and chairman of its legislative committee, has been prominent in the civic life of Washington and Maryland for many years.

Other features of the three-day convention include two business meetings and seminars dealing with current industry problems: three cocktail parties, two brunches, two buffet dinners and a theatre party at Shady Grove Music Fair, where Dan Dailey will be appearing in person in "Guys and Dolls."

Brylawski was born in Baltimore, Md., Dec. 1, 1882, and after some time in commercial pursuits, joined his father in the motion picture business in 1908, in the operation of a string of small movie houses in Washington, D. C.

With the advent of the feature film, the firm spread out, building the Cosmos Theatre in 1910, using a combination movie and stage policy, and added the Casino Theatre in 1912. The growing organization also had theatre interests in Baltimore, Hagerstown and Cumberland, Md.

In 1924, Brylawski opened the Earle Theatre and office building (now the Warner Building), and later sold out to the Stanley Company of America, Inc., now part of the Stanley Warner chain.

In 1928, Brylawski took over the real estate, construction and maintenance department for the Stanley Company in the Washington zone, as well as public and labor relations, which position he still holds.

Brylawski has been associated with exhibitor organizations since the first convention of the Motion Picture Theatre Owners of America, Inc., in Cleveland.

In 1941, prior to Pearl Harbor, Brylawski was appointed to head the amusement division of the War Production Board, which included films, cameras, studios, and distribution, as well as all branches of the amusement field.

Brylawski is a member of the Motion Picture Theatre Pioneers, a past chief barker of the Washington Variety Club, and belongs to numerous social and fraternal organizations.

He is married, has three sons and seven grandchildren.

His hobbies are hunting, fishing and horticulture at his beautiful summer home in southern Maryland, "Florian Point," where his barbaques and mint juleps are on a par with his hospitality.

Statesville, N.C., Eases Sunday Movie Restriction

STATESVILLE, N. C.—The Statesville City Council passed on first reading an amendment to the city code which will permit motion picture houses to open for business earlier on Sunday nights.

Under the amendment, theatres will be able to reopen at 7:30 p.m. instead of 9 p.m., as under the old ordinance. The old law permitted theatres to be open on Sundays from 12:30 p.m. until 5:30 p.m., and then open again at 9 p.m.

A. Fuller Sams, president, Statesville Theatre Corporation, who had asked for an amendment changing the "hours of showing movies on Sunday," said the request was being made because of the late hour films are over when they begin at 9 p.m. He said many persons had asked earlier starting hour for films in the evening.

Sams also asked the Council for unrestricted hours on Sunday, but this wasn't approved. Another proposal to allow the theatres to be open on Sundays from 12:30 p.m. until 6 p.m., and then reopen at 7:30 p.m., was defeated, as was a proposal that a public hearing on the entire matter be called before any action was taken.

AIP Promotes Gerson

HOLLYWOOD—Murray E. Gerson has been appointed special sales assistant to Leon P. Blender, American International vice-president in charge of distribution.

Gerson, who was transferred from AIP's Denver exchange, will headquarter at the company's Hollywood home office. According to Blender, his first assignment will be to tour AIP's distribution outlets in the 11 western states.

Prior to joining the AIP Denver office, Gerson was branch manager of the Universal exchange in that city, and he also previously was associated with Allied Artists in Los Angeles.

Weiss Exits RKO Circuit

NEW YORK—Harry Weiss, mid-western division manager for RKO Theatres, has terminated his many years of service with the theatre chain. At present, he is planning to relocate in the New England area.

Branch Managers, Salesmen Called Key Factor in Will Rogers Drive

NEW YORK—The importance of the branch managers and salesmen in the Will Rogers fund drive was emphasized by Si Seadler, national publicity chairman, at a meeting attended by local distribution representatives of all the companies. The meeting was held in the office of MGM branch manager Phil Gravitz.

Said Seadler: "You who are our direct contact with the theatres play a key role. Exhibitors recognize the value of Will Rogers to the industry, not only because its facilities are available to industry members and their families who may suffer chest ailments, but also because of the research and teaching which year after year make it internationally known as a great humanitarian institution. But it is you who are in a position to bring all these facts to their attention; you who may remind them in their busy lives of the need to sign pledges for audience collections; you who may persuade those few who are lax to do it now, while drive-ins enjoy their best business; you who are justified in pointing out that it is not honorable to 'let the other fellow do it' when all benefit from Will Rogers."

Those in attendance were Manny Frisch, Randforce Circuit executive and member of the board of trustees and exhibitor chairman for the New York area; also, from MGM, in addition to Seadler: Saal Gottlieb, N. Y. division manager; Harold Zeltner, N. Y. district manager; Philip Gravitz, N. Y. branch manager; Harold Rosen and Edward Richter, salesmen; David Ornstein, office manager. From Paramount: Myron Sattler, N. Y. branch manager; Lou Wechsler and Gene Newman, salesmen. Warner Bros.: Lee Mayer, N. Y. branch manager, and Jack Farkas, salesman. Columbia: Jules Riess, N. Y. branch manager, and John Wenish and Seymour Cohen, salesmen. Universal: Harold Saltz, N. Y. branch manager; James Davidson, office manager; and Albert Quadvlieg, salesman. 20th Century-Fox: Alex Arnswalder, N. Y. branch manager, and Ben Abner, salesmen.

Meanwhile, Ned Shugrue, executive director of the Will Rogers drive, announced receipt of a check for $200 from G. D. Hutcheon, president of Lodge #15, Colosseum of Motion Picture Salesmen, as a donation to the drive.

Said Shugrue: "The generosity of the salesmen members of the Chicago Colosseum is an inspiration to all of us. We are advised that this is the first time the Chicago Colosseum has taken from their meager funds for our common cause. It is to be hoped that Colosseum lodges all over American will duplicate this splendid act for the hospital whose benefits they and their families may share in the event of chest affliction."

Bercovici To Filmways

CULVER CITY, CALIF.—Julian Bercovici has joined the feature film division of Filmways, Inc., as a production executive, it was announced by production head Martin Ransohoff. Bercovici will be headquartered in Filmways' offices at MGM's Culver City studios.

Prior to joining Filmways, Bercovici had been associated witht he ABC and NBC TV.

Hartford Pay-TV Test Plans Big PR Campaign

HARTFORD—RKO General, owner of WHCT-TV (channel 18), America's sole experimental subscription television project, has authorized expenditure of $50,000, through the William Schaller Company, West Hartford advertising agency, for a public relations—promotion campaign geared to double the station's existing 5,000 subscriber roster.

General manager Mark Forrester said, "We have found that some aspects of subscription television are not clearly understood. Now that the FCC has authorized RKO General to continue the Hartford project for another three years, we are going to do our utmost to bring factual information to the public through advertising and other ways."

U.S.A.-Yugoslav-Swiss Co-Production Deal Set

STUDIO CITY, CALIF.—United Screen Arts announced from its Studio City headquarters a three-way co-production deal with Swiss and Yugoslavian film interests for the filming of a $1,750,000 feature, "One Eyed Soldiers," starring Dale Robertson and co-starring Italian actress Rosanna Schiaffino.

The picture, in color and Cinemascope, will be made jointly by United Screen Arts, Baco Entertainment, A.G., of Switzerland, and Avala Films of Belgrade.

United Screen Arts will distribute the film in the Western Hemisphere, Japan, and the Philippines, with Baco Entertainment and Avala splitting the remainder of the world market.

Carstensen, in announcing the pact with the Swiss and Yugoslavian film companies, said that it will be the first of several such deals United Screen Arts has in negotiation with other foreign film firms which have expressed an interest in financial participation in films to be made by U.S.A.

Academy Committees Set

HOLLYWOOD—Membership of four additional special committees of the Academy of Motion Picture Arts and Sciences was announced by Arthur Freed, president, bringing to nine the number of groups organized to date.

The committees are:

Foreign Language Film Award Committee—Robert M. W. Vogel, chairman; Louis Blaine, Macdonald Carey, Rudi A. Fehr, Ely Levy, Roy C. Metzler, Tony Navarro, Don Prince, Carl Schaefer, Geoffrey M. Shurlock, Harry Tytle, Rose Goldstein Zimanich.

General Membership Committee—Richard Murphy, chairman, Harry Brand, Macdonald Carey, Hal Elias.

Short Subjects Branch Executive Committee—Hal Elias and Harry Tytle, co-chairmen; Joseph Ansen, Jack Kinney, Leo S. Rosencrans, Adrian Woolery.

Writers Branch Executive Committee—Richard Murphy, chairman; Warren Duff, Ivan Goff, Ernest Lehman, Edmund H. North, George Seaton, Daniel Taradash.

Buffalo's First Projectionist Celebrates 80th Birthday

BUFFALO—Al Becker, Buffalo's first projectionist, who came from New York City as a youth of 15 for a two-week job in the late Michael Shea's Garden theatre to show films of President McKinley's funeral, celebrated his 80th birthday with about 100 industryites, members of his family, and long-time friends attending a party staged in his honor in his home here.

Al was billed as an act when he showed those McKinley funeral films, turning the crank of the projection machine in the Garden. About 65 years ago, Al learned to crank a projection machine with the Kinetograph Film Company in New York.

Al arrived in Buffalo in response to a call from Shea to send a man to Buffalo to run the projection machine here. Shea did not expect that the man would be a boy of 15 in short pants. When Shea saw Al in those shorties, he asked his Garden manager to take the lad to a clothing store and fix him up with long pants, etc.

Al was getting $15 a week in those early days, and he couldn't have stayed in Buffalo except for the urging of Shea, who raised his salary to $17. He has been in Buffalo ever since. Al worked for Shea for 12 years with ever-increasing salaries, of course. Becker opened and independent film exchange in Buffalo in 1916, under the name of Becker Feature Film Company. In 1926, he sold the business to the Exhibitor Supply Company, which name later was changed to the National Theatre Supply Company, and Al was manager of the branch for 10 years. Later, he entered the supply business again under the old name, Becker Theatre Supply Company, which he operated for five years and then retired. The retirement didn't last long, as several years ago he became associated with the present office of National Theatre Supply as a part-time salesman, which post he holds today—in spite of those 80 years.

Embassy-Jacobson Pact

NEW YORK—President Joseph E. Levine announced that Embassy Pictures had completed a new agreement with producer Paul L. Jacobson for the production of three feature films. The agreement continues an association between Embassy and Jacobson that began with the latter's production of "Santa Claus Conquers the Martians."

The three films, scheduled for production in 1966, will be produced by Jacobson under his Jalor Productions banner for world-wide release by Embassy. Described as psychological suspense thrillers, the projects, all tentatively titled, are "The Mahopac Story," "The Chill and the Kill," and "The Laughter Trap."

New Kallet Theatre

UTICA, N. Y.—Kallet Theatres, Inc., Oneida, N. Y., announces plans to build a new theatre in the Utica suburb of New Hartford. The new theatre will seat 900, with parking for 600 cars, and will be located adjacent to Kallet's New Hartford Drive-In.

The theatre will be equipped to handle 70mm, six-track film. It will be the first new indoor theatre in the Utica area in almost 40 years, although Kallet completely remodeled the Uptown last year. The expected opening date will be early 1966.

Kallet also has plans for two new theatres in Syracuse, one of which will be a drive-in.

tHe SiNister minister OF Fear s HERe!

...from Seven Arts Picture

THE MOST EVIL MAN THE WORLD HAS EVER KNOWN!

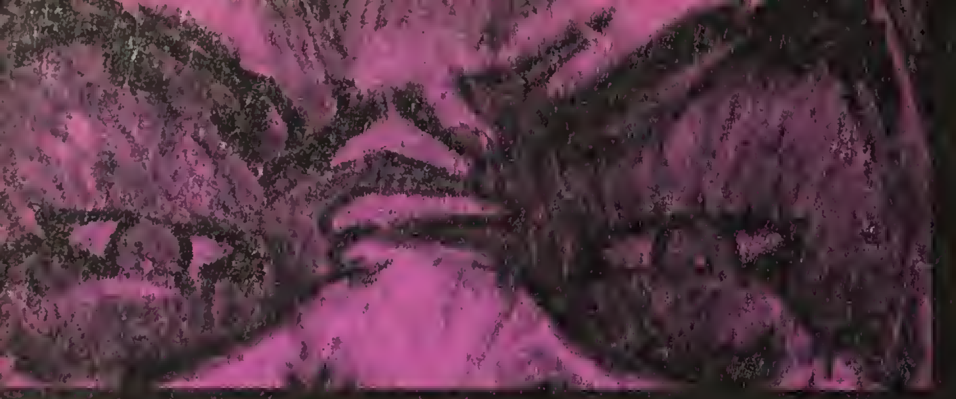
SEVEN ARTS PRODUCTIONS presents
SAX ROHMER'S

THE FACE OF FU MANCHU

TECHNICOLOR® · TECHNISCOPE®

AVAILABLE IN OCTOBER

CHRISTOPHER LEE as the evil Fu Manchu · NIGEL GREEN as Nayland Smith of Scotland Yard in SAX ROHMER'S "THE FACE OF FU MANCHU" Guest appearance by JAMES ROBERTSON JUSTICE · Co-Starring JOACHIM FUCHSBERGER · KARIN DOR HOWARD MARION CRAWFORD and TSAI CHIN as the cunning Lin Tang, Daughter of Evil · Directed by DON SHARP · Executive Producer OLIVER A. UNGER · Screenplay by PETER WELBECK · A HALLAM PRODUCTION **A SEVEN ARTS PICTURES RELEASE**



THE FACE OF FU MANCHU

JUST THE BEGINNING FROM
VEN ARTS PICTURES. KEEP YOUR
ES ON THESE FORTHCOMING
X-OFFICE ATTRACTIONS...

AGATHA CHRISTIE'S

TEN LITTLE INDIANS

ring HUGH O'BRIAN · SHIRLEY EATON · FABIAN
GENN · STANLEY HOLLOWAY · WILFRID HYDE-WHITE
DALIAH LAVI · DENNIS PRICE

THE SLEEPING CAR MURDERS

SIMONE SIGNORET · YVES MONTAND

CONTACT YOUR SEVEN ARTS PICTURES BRANCH:

ASTERN	MID-ATLANTIC	MIDWESTERN	CENTRAL	SOUTHERN	WESTERN
y Fellerman	Manny Youngerman	Kermit Russell	Judd Spiegle	Jack Walton	Julius Needelman
Park Avenue,	303 North 13th Street,	1325 So. Wabash Avenue,	2108 Payne Avenue,	1814 Tower Petroleum Bldg.,	9465 Wilshire Boulevard
ork, New York	Philadelphia, Pa.	Chicago, Ill.	Cleveland, Ohio	Dallas, Texas	Beverly Hills, Calif.
- YU 6-1717	215-LO 7-2932	312-HA 7-9085	216-621-5863	214-RI 2-8069	213-276-7023

and in Canada contact Charles Chaplin, Seven Arts Associated Corp. 11 Adelaide Street W., Toronto, Ontario. 416-EMpire 4-7193

ed in U.S.A.

"Showman of the Year" Allied Names Carreras

DETROIT—Jimmy Carreras, international chief barker of Variety Clubs, will be honored as "Showman of the Year" at the 36th annual national convention of Allied theatre owners in Pittsburgh in October.

Carreras will address the convention luncheon on Thursday, Oct. 14, and will be presented with his award at the banquet in the Grand Ballroom of the Penn-Sheraton Hotel that evening.

"No one who attended the convention of Variety Clubs International in San Francisco earlier this year will ever forget the unique, dramatic and masterful showmanship demonstrated by international chief barker Jimmy Carreras. Everyone who witnessed this amazing phenomenon will certainly applaud the decision of the Allied board of directors to honor Jimmy Carreras as 'Showman of the Year' at the national convention in Pittsburgh in October," stated Allied president Jack Armstrong.

"Genial, witty Jimmy has inspired the Variety Clubs to new heights of vitality and purpose under his dedicated leadership and by his dynamic example. He is a humanitarian who takes pride in his work with Variety Clubs International to serve the cause of needy children throughout the world. His flair for showmanship reflects respect, honor, and dignity upon the entire motion picture industry."

Carreras, whose home and headquarters are in London, was born into show business. His father, Enrique Carreras, was one of the pioneers of the film industry in England—as the owner of a large circuit of theatres and as a producer-distributor of motion picture film. Jimmy is managing director of Hammer Film Productions, Limited.

Lieutenant-Colonel Carreras of the Royal Artillery commanded an anti-aircraft regiment during the Battle of Britain. He was honored by the late King George VI with a Membership of the British Empire for extraordinary military services in the defense of London.

Mrs. Carreras will accompany her husband to the United States and to the Pittsburgh convention in October.

Whiteside Aids Fund Drive

LOS ANGELES—James Whiteside, Columbia Los Angeles branch manager, has accepted chairmanship of the motion picture distributor division in the 1965 United Crusade Campaign, according to Robert W. Selig, general chairman.

Whiteside will be suported by a team of both distributor and supplier representatives, including Morris Sudman, 20th Fox; Jack Hessick, National Theatre Supply Co.; Fred Weimer, National Screen Service Corp.; Al Lapidus, L. & L. Concessions Supply Co.; Milton Charnis, Warner Brothers; Jack Sheriff, Manhattan Films; and Ward Pennington, Paramount.

N. Y. WOMPI Delegates

NEW YORK—Ellen Fischl, N. Y. WOMPI president, United Artists, and Donna Frintzilas, Brandt Theatres, were named delegates to the WOMPI international convention being held at the Hotel Astor, Sept. 17-19. Clarice Hausman, Paramount, and Amy Rhode, MGM, were named alternates.

The NEW YORK Scene

By Mel Konecoff

EXHIBITORS HARRY MANDEL AND MATT POLON, PRESIDENT AND VICE-president of RKO Theatres, and Norman Elson, head of Embassy Theatres, have faith in the name of Fellini and in Irving Sochin, vice-president of Rizzoli Film Distributors. Across the luncheon table, they related how they bought the new Fellini color film, "Juliet of the Spirits," sight unseen because it's not quite finished as yet. A beautiful brochure and Sochin sold them, along with the track record of Fellini's "La Dolce Vita" and "8½." As a result, the two circuits put up the largest guarantee in history for an imported film.

That's only part of the deal. When the picture bows in November, it will also launch a new first run showcase for international films—the RKO 58th Street Theatre, which heretofore was just another member of the circuit. It will get a face lifting, a reduction in seating from 2600 to 1500, and a strong campaign to put across the new image.

"Juliet of the Spirits," another off-beat epic from the look of the brochure, opens in five or six cities at Christmas, with widespread playoff scheduled for next Easter. Sochin expected to expand his organization more and more as a greater number of pictures roll in until he will have a national set-up in 1966.

Viva Fellini, Masina, Sochin, Mandel, Polon, Elson, and even Bill Doll.

THE NEW AND THE OLD: THE NEWEST ADDITION TO THE SKOURAS CHAIN, the U.A. Theatre in Queens, made its bow last week before an audience representing all areas of the industry. Not only was the functional beauty of the new house, which nestles in a huge apartment development, unveiled, but Marshall Naify, president of D-150, Inc., and the United Artists Theatre Circuit, and Salah Hassanein, president of Skouras Theatre Corporation, took the occasion to present the first all-purpose projection system.

The continuous demonstration illustrated how instantaneous change-over can be effected from one projection process to another. No longer need theatres close down to change screens and other equipment for each attraction, and the curved, permanent all-around screen enhances the presentation, whatever the ratio. Viewers saw sample footage in 35mm, CinemaScope, 70mm, Todd Ao, Panavision, and D-150 on the huge screen. More detailed technical coverage will follow.

The samples were from such films as "Von Ryan's Express," "Make Like A Thief," "The Great Race," "My Fair Lady," and "The Agony and the Ecstasy," and an appetite was created to want to see more. The sequence with Heston as Michelangelo was just great.

The old is not really that old. Last week, the Merrick Theatre, Merrick, L. I., celebrated its third anniversary with a champagne and cake party in the inner lobby. While the custom has been to have a prominent civic leader on hand to cut the cake, this year being an election year locally, invitations were extended to the Republican and Democratic candidates running for office. One of these was Walter Brecher, an exhibitor and the son of a famous exhibitor. The Democrats were in attendance, but no Republican.

Irving Hattem, owner of the theatre in a shopping center, was satisfied with the operation, which has found favor with the public because of selective bookings and level-headed operation. We offer congratulations and best wishes for many more anniversaries.

ON A DIFFERENT NOTE: INDEPENDENT DISTRIBUTOR JOE BRENNER HAS A problem these days. He doesn't know whether to accept one of two offers from major distributors for one of his pictures of whether to distribute it himself. He was referring to "Caressed," which was made in Canada by 28-year-old film maker Larry Kent, who produced. directed, and wrote the entry dealing with youngsters who are growing up and desire the company of the opposite sex.

Several college previews have indicated that there is a great future awaiting its release, and the film has been honored with several awards in Canada recently. In addition, it has been selected for showing at the New York Film Festival.

Brenner, in introducing Kent, stressed the need for new talent and opportunities to give young film makers a chance on the big screen. He has such faith in Kent that he has invested in his next project, "When Tomorrow Dies," about a married woman seeking fulfillment. "Caressed" was brought in for under $100,000, and this latest will cost $250,000. Brenner has distribution rights to this as well. Kent wants to make at least one feature annually, and he expects to make his product in Canada where the government is in the process of trying to work out a subsidy arrangement.

Brenner is in no hurry to release "Caressed," feeling it needs special handling.

THE METROPOLITAN SCENE: ARTHUR PERLES OF MGM-TV PRESENTS NEXT season's line-up to the press across the country in his usual classy fashion, which adds import to the program. . . . Dean Martin, in the role of secret agent Matt Helm, also inspires the interest of tv people, newspaper, and magazine editors across the nation by forwarding paperbacks of the books that will be filmed, along with some notes on the first he is completing, "The Silencers." . . . In case you've seen kiddies all over sporting skull-shaped rings, they're one of the promotion gimmicks on Paramount's forthcoming "The Skull," a horror release.

Cinema Lodge Fund Drive

NEW YORK—Stanley Schneider, Columbia Pictures, and Jack H. Hoffberg, independent film distributor, have been named co-chairmen of the 1965 fund-raising drive of New York's Lodge of B'nai B'rith which involves the sale of $25 Contribution Share Certificates, with one of the purchasers receiving a 1966 Cadillac Sedan.

LONDON Observations

By Jock MacGregor

JIM THE MAGNIFICENT! THE DECISION OF THE BOARD OF ALLIED STATES TO name Jim Carreras "Showman of the Year" has given enormous pleasure here. How he deserves the honor. To say that he has come up the hard way is to over-dramatize, but he has worked at all levels—and had to battle at every stage. His father, Enrique, founded the Blue Hall Circuit but sold it to form Exclusive Films. Pre-war, Jim was an assistant manager with ABC, among other jobs. On demobilization after distinguished Army service, he joined his father, Will Hammer, and Tony Hines at Exclusive, then handling featurettes which were really extended travelogues.

This was not enough for Jim, and with Tony, he pioneered several trends in production. First he filmed successful radio series on the proverbial shoe string and hit the jackpot. He had imitators, prices rose, and he locked for something new. To save expensive studio rentals, he filmed in rented country houses and tied up with Bob Lippert on a plan whereby in return for a Hollywood name plus other items, he offered the American rights. The product clicked internationally. Again there were imitators, but Jim played an ace. He acquired a riverside residence at Bray, and after shooting in every room—and from every angle—started making additions and developed a fine studio with four stages and all services.

Hammer's revival of horror pictures was his next milestone and set off a world wide reaction. Jim stood by the formula—the more realistic the more chilling—and has made a fortune. Now he is starting his 100th production, "One Million Years B.C.," his most ambitious and expensive ever—indeed he feigns horror at the thought of the budget. It is being produced in association with Seven Arts for release through Warner Pathe here and 20th-Fox elsewhere.

Despite the enormous effort that he has put into building Hammer into a top unit which has produced for every American major, he has been even less sparing with himself in his work for Variety. He was among the original British members, and was soon on the crew. After his chief barkership, he was immediately reelected for a second term. He enthusiastically entered into everything with his usual no-nonsense, seemingly easy going zeal and charm, and was, indeed, surprised and flattered when elected to the international crew. I recall him modestly wondering what he would be able to contribute. His record as International chief barker needs no recapping.

Now he will proudly be able to show the Duke of Edinburgh on his American tour Variety's achievements. This visit can but foster the finest public relations image for the industry as a whole and Variety in particular. In turn, the tieup with the British American Chambers of Trade can also forge long enduring relations between its members and distributors and exhibitors, and result in many joint showmanship promotions. Jim's achievements on all fronts and Allied's recognition make us all proud, but in recording this, the enormous inspiration, encouragement, and help which C. J. Latta, daddy of Variety in Britain, and Jack Goodlatte have given him must not be overlooked. We are all flattered and grateful that Jack Armstrong and his Allied members have looked across the Atlantic for their "Showman of the Year."

REGRETTABLE NEWS IS THAT SIR MICHAEL BALCON, WHO HAS CONTRIBUTED so many milestones since he entered production after World War I and is probably best known for his Ealing comedies, is retiring at the age of 70 next March. He announced this in his chairman's report which accompanied the British Lion accounts. Profits were $240,246 down at $545,275. Sir Michael stresses that none of the reorganized Lion products was released in the period concerned. . . . Paramount's Jack Upfold took the trade press to lunch at Shepperton Studios with those contented New Yorkers, Max Rosenberg and Milton Subotsky, who formed Amicus Productions here after working together in America on such movies as "Rock, Rock, Rock" and "The Last Mile," and are now on their fourth British effort, "Schizoid." Again they are treading the chiller-thriller parth and shooting in Techniscope. Indeed, they now plan to film in color only, as with American tv going over to color, they want to be ready for all eventualities. While Max retains a New York home, Milton has taken up residence here and married a British student of psychology. He thereby qualifies as far as the Eady Fund is concerned as "British" on two counts! The cast includes Patrick Wymark, Don Borisenko, and Alexander Knox. Paramount will release world wide.

YOU CAN'T BEAT A BEAUTY CONTEST FOR MAKING NEWS. SATURDAY NIGHT saw Lady Hoare's charity ball at which 12 finalists for the "Mary Poppins of Great Britain" title paraded. Jean Monro from Wales was chosen by a panel headed by David Tomlinson. Area winners had been selected through tieups with local papers, and extensive publicity resulted. The girls had already had a week in Paris. Jean now flies to New York by Aer Lingus wearing a $3000 mink created by Saunders (Mayfair) Furs. As I went to bed in the early hours, she was being interviewed on BBC—just a few hours before "Mary Poppins" went on London release. It is funny, but prewar it was thought that over-plugging made songs stale before release and caused sales resistance. Now the reverse seems to be the case, and belief is that an added want-to-see is created. After nine months, the "Poppins" numbers are still played daily, and there are no complaints. "Zorba the Greek," on the other hand, went out before "Zorba's Dance" hit the hit parade, and made no great impact. It is now being revived by some astute bookers to cash in on the radio plugging. . . . Mike Todd, Jr., has been here de-odorizing "Scent of Murder." He has removed the smells, re-edited and revised a commentary, and is putting it out as a Cinerama presentation, "Holiday in Spain.". . . . Associated British may not favor kitchen sink dramas, but they have bought a 50 per cent stake in Gingham Kitchen, Ltd., which handles Raytheon micro-wave ovens, ancillary equipment, and frozen food.

The WILL ROGERS HONOR ROLL *of* CIRCUITS

As of Aug. 20, these 101 circuits are participating in the Will Rogers Audience Collection:

Century Theatres; Penn Paramount; Great States; AB-PT; Malco Theatres; Associated of Pittsburgh; Frisina Amusement Co.; New England Theatres; E. M. Loew Theatres; L & D Circuit; Graphic Theatres; Hollywood Amusement; Budco Theatres; Intermountain Theatres; J & F Theatres; Interboro Theatres; Stiefel Theatres; Nevada Theatres; Bloomer Amusement; Arthur Enterprises; Wehrenberg Theatres; Ross Theatres; Mann Theatres; Peasley Theatres; Wilby-Kincey Theatres; Stewart-Everett Theatres; American Theatres; Brewer Theatres; Springer Theatres; Durwood Theatres; Gulf States; Jamestown Amusement; Interstate Circuit; Texas Consolidated; Statewide Theatre Corp.; Klein Theatres; W. O. Bearden Theatres; Jefferson Amusement; Cole Theatres; Pitts Theatres; Switow Theatres; Cooper Theatres; Commonwealth Theatres; Cinema Art Theatres; F & A Circuit; Southern Amusement; Hecht Theatres; Monessen Theatres; H. B. Meiselman Theatres; Decar Theatres; Fabian Theatres; Trans-Texas Theatres; Kerasotes Theatres; Tri-States Theatres; Cinema Circuit; Paramount Gulf; General Cinema; Selected Theatres; Skirball Theatres; General Theatres; Broumas Theatres; Armstrong Theatres; Co-operative Theatres; Reinhardt Theatres; Y & W; Redstone Theatres; Kallet Theatres; Iselin Theatres; Ventnor & Wieland Theatres; A. M. Ellis; Associated Theatres; Brecher Theatres; Ventnor & Wieland Theatres; Pearlman & Kaufman; Community Theatres; B. S. Moss Theatres; Walter Reade-Sterling; Rugoff Theatres; Acme Theatres; Sylvan Leff Theatres; Thornton Theatres; Stanley Warner; Skouras Theatres; United Artists; Randforce Amusement; Florida State Theatres; Chakeres Theatres; Prudential N.Y. Theatres; R.K.O. Theatres; Rowley United; Schine Circuit; Brotman & Sherman; John C. Bolte Theatres; Brandt Theatres; Matson Theatres; Loew's Theatres; Milgrim Theatres; Wilson Theatres; Chertcoff Circuit; Adelman Theatres.

AIP Invades Far East

NEW YORK—American International Pictures' vice-president in charge of foreign distribution, David D. Horne, announced two major distribution deals just signed in the Far East.

The Burmese Motion Picture Authority will distribute "Beach Blanket Bingo," "Hercules Against the Mongols," "Queen of the Seas," "Hercules Against the Pirates," "Ski Party," "Hercules Against the Barbarians," "War-Gods of the Deep," "Samson and the Slave Queen," "Muscle Beach Party," and "Pajama Party."

The Thai Art Film Company will book Thailand playdates for "How to Stuff A Wild Bikini," "Sergeant Deadhead," "War-Gods of the Deep," "Beach Blanket Bingo," "Pajama Party," and "Bikini Beach."

ALBANY

La Salle School boys helped take audience collections for the Will Rogers Hospital Drive at Fabian's Palace. . . . Bill Hunter, Palace projectionist, is a member of the McKownville Volunteer Fire Department in that suburb of Albany. . . . Sarto Smalldone, owner, Malta Drive-In, Malta, announced the planned expenditure of $30,000 to completely refurbish the 17-season-old automoviler on Route 9-W. . . . Martin Burnett, Stanley Warner district chief and manager of the Strand, plans a September vacation around Columbus, Ohio. His wife is from that state.

BUFFALO

Carl Schaner certainly went to town when he opened "Those Magnificent Young Men in Their Flying Machines" at the Century, a United Artists first run house in downtown Buffalo. The managing director put on a Hollywood-type premiere, with a big parade of bands, antique autos, beautiful models, appropriate banners, etc.; a beautiful American Airlines display in the lobby, featuring a cut-away model of that company's newest jet model; men in costumes of the 20's playing banjos; and flowers from many well-wishing firms. An SRO audience included city officials, radio and television personalities, representatives of the press and the motion picture industry-both exhibition and distribution. . . . Michael F. Ellis, Jr., past chief barker of Tent 7, Variety Club of Buffalo, and past grand chancellor of Beta Sigma Rho Fraternity, will receive the 1965 distinguished fraternity service award during the fraternity's 55th annual convention Aug. 27-29 in Niagara Falls, Ontario, Canada. . . . "The Impatient Frontier," 28-minute documentary film that describes the advantages of the Buffalo area for new industry, will be completed in October and will be distributed nationally. . . . It was a quiet ending the other night for "Rochester's Most Beautiful Theatre." When the RKO-Palace curtain was pulled for the last time at the fadeout of "Van Ryan's Express," the audience-maybe a couple hundred persons-walked out worldlessly. A camera bulb flashed. Charles Arnold, stage hand, pulled the final curtain, and as he walked out of the theatre, said he was "both sorry and glad." He was glad for a holiday, he said, and sorry to know the walls were coming down. Wrecking, to make way for a tower building, begins in October. Acting manager Hugh Paris sold the last ticket at 10:15 to the most persistent of several customers who wanted to be last. He was an older man who had bought a ticket to the first show at the Palace in 1929, but Paris didn't know his name. Projectionist Abraham Orden ran off the last film. . . . Buffalo industryites hear that Ben Dargush, former managing director of the Center and before that manager of the Schine Granada, has been named manager of the first-run Beachum, Florida State Theatres house in Orlando, Florida. . . . Dick Gehring, former member of the service department of the now demolished Paramount, has been named treasurer of the Center, replacing Joe Prete, resigned, according to Center managing director Edward Miller. . . . Frank Mancuso has been named to succeed John Serfustino as city salesman in the Buffalo branch of Paramount. Mancuso has been in the employ of the Paramount exchange for several years. Serfustino recently was appointed manager of the Albany exchange of Paramount, which recently was reactivated in the RTA building in the State Capitol.

Ed Bernhardt, manager, Century Theatres' Kingsway, New York, had this window display in a local rug store for United Artists' "What's New Pussycat?."

CHARLOTTE

The Plaza, Asheville, N. C., has completed a complete remodeling program at a cost of more than $200,000. The renovation project, under way since last spring, now has been fully completed, according to Roy Gibbs, manager, and the house is celebrating by offering hundreds of prizes through Sept. 8. Top prizes include a rotary-jet motorbike, a $500 mink stole, and a stereo hi-fi set. Highlight of the new Plaza is the installation of airflow rocking chair seats. The 1,000 seats cost $50 each, and there are 42 inches of leg room between rows of seats, compared with 36 available previously. The reclining seats reduced the Plaza's capacity from 1,326 to 1,000, but Gibbs said "we're after quality, not quantity." Other features in the renovation program include new sound and screen equipment, 150 tons of air conditioning, wall to wall carpeting, a luxurious arrangement of comfortable new furniture and new fireproof wall draperies. Rest rooms have been completely done over, a new 25-foot concession stand three times larger than the former snack bar has been installed, as have new acoustical tile insulated ceilings. . . . The Parkway, in the Parkway Plaza Shopping Center, Winston-Salem, N. C., opens to the public (Sept. 1). A preview opening for specially invited guests was to be held from 6:30 to 9 p.m., Aug. 30, with the feature film to follow. On Aug. 31, employees of the shopping center were to be guests of the theatre. The house was built by S. A. Schneider and Associates, Raleigh, N. C. Carl Dobbins, formerly manager, Winston, Winston-Salem, is manager.

CINCINNATI

Joe Alexander, RKO Albee manager, won the low golf prize for Variety members at the annual golf outing sponsored by Tent Three. Martin Shear, Kentucky exhibitor, placed second. The tournament was climaxed by the drawing of the $1000 blue-chip stocks prize, won by Lonnie Huckley, Berlo Vending employee at the Twin Drive-In. Bob Rehme, UA field representative, was arrangements chairman for the affair attended by approximately 300 members and guests, including city-county officials, judges, radio-tv personalities at Summit Hills Country Club. . . . It was a happy birthday for the Joe Alexanders. Joe, Sr., RKO Albee manager, celebrated his birthday. Mr. and Mrs. Joseph Alexander, Jr. became the parents of a baby boy, the finest gift grandpa Alexander ever had. . . . Sidney Stockton, MGM manager of branch operations, has completed arrangements for the moving of the local exchange scheduled for Nov. 1, across the street at 1638 Central Parkway. The building which MGM has occupied for almost 30 years has been sold to Schoenling Brewing Co. for expansion of its facilities.

COLUMBUS, O.

Arrests will be made at the Gayety, East Side theatre, if live burlesque opens there, said patrolman John Kaiser of the police vice squad. He addressed a panel discussion about the Gayety policy at Hope Lutheran Church. City law forbids burlesque within a mile of a church or school. Walter Tarpley, Columbus community relations director, was critical of what he called "inaction" by the Columbus film review board in not citing the "girlie" and "adult" films being shown at the Gayety. "Doesn't the public have the right to hold such public bodies as the film review board accountable for their actions or inactions?" asked Tarpley. . . . Manager Ed McGlone of RKO Palace sent a letter to Ken Prickett, executive secretary, Independent Theatre Owners of Ohio, in which he urged owners, managers, and assistant managers throughout Ohio to have 100 per cent contributions from their staffs for the Will Rogers Memorial Hospital. McGlone, who recently returned from a checkup at the hospital, underwent lung surgery there last year. "Go out and get every buck you can to keep this great hospital a part of our industry," said McGlone. "Take it from a theatre manager who has had a renewal of life because of this hospital.". . . RKO Palace announced the booking of the opera, "La Boheme," Oct. 20 and 21. . . . "My Fair Lady" is in a ninth month at Hunt's Cinestage, edging up to the 40-week record at that theatre, held by "Ben-Hur."

DALLAS

A bomb threat was received at the Casa Linda which resulted in the immediate evacuation of the theatre, but a police search produced no evidence of a bomb. Clarence A. Robinson, manager, told police the anonymous caller, apparently a woman, telephoned that a bomb under one of the seats would go off in 10 minutes, then hung up. Approximately 200 persons in the theatre were ushered out as police searched the building. After a half hour's search, the police found nothing and allowed the showing of the film to be continued. . . . A special trade screening of the new Warner Bros. comedy, "Marriage on the Rocks," starring Frank Sinatra, Dean Martin, and Deborah Kerr, was held at the Majestic. . . . Turner Honea, manager, Palace, booked popular Dallas combos to play in the lobby during the run of "HELP!" featuring the Beatles. . . . George Jessel has been named as the keynote speaker for the Dallas County United Fund kick-off luncheon on Sept. 9 in the Dallas Memorial Auditorium. . . . Hollywood actress Barbara Britton, representative of Revlon, was a guest of Sanger-Garris, local department store. . . . Screen actor Robert Preston and actress Pamela Tiffin were in the city to film one of the television specials for Du Pont called "This Proud Land.". . . A suit brought by the Interstate Circuit and a dozen other theatre operators against the City of Dallas, originally set for trial in Federal Judge Sarah T. Hughes' court, has been reset for Sept. 7. The suit charges that the theatres' constitutional rights have been violated by the city's recently enacted movie classification ordinance. The ordinance, the suit continues, prevents communication with the theatres' patrons and deprives the theatres of their rights to exhibit pictures that may be shown in nearby towns and cities, giving those towns and cities an unfair trade advantage. . . . Bob Bixler has returned as promotion man for United Artists replacing Addie Addison while Addison is on special assignment. Bixler was previously with Warner Bros. and Paramount. He is also associated with Bob Hope.

IT'S THE TEE
YOU'VE NEVE

STARRING

GUEST STARS

TOMMY KIRK · JOHNNY CRAWFORD · RONNY HOWARD · THE BEAU BRUMMELS · FREDDY CANNON ·

PRODUCED AND DIRECTED BY Bert I. Gordon · SCREENPLAY BY Alan Caillou · A BERT I. GORDON PRODUCTION IN **COLOR** · An Embassy Pictu

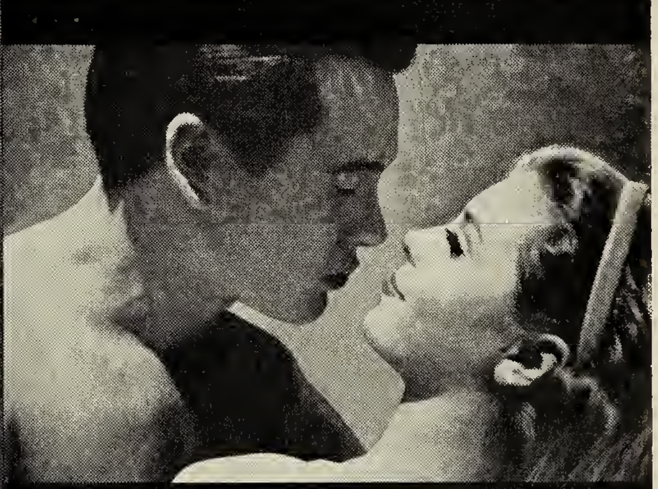
SCENE
EEN!

OCTOBER RELEASE FROM EMBASSY PICTURES!

(Great For Halloween)

TEEN-AGERS ZOOM TO SUPERSIZE ...AND TERRORIZE A TOWN!

It's what happens when their sounds, their dances, their loves, their rebellions explode—30 feet tall!



ViLLAGE OF THE
GiANTS

...Based on "The Food Of The Gods"
By H. G. WELLS...

Hear! "WOMAN"
"WHEN IT COMES TO YOUR LOVE"
"LITTLE BITTY CORRINE"
"MARIANNE"

. . . William Lewis, southwest publicity manger for Columbia Pictures, has married Abbie C. Porterfield in Plano, Tex. . . . John Rosenfield, film critic for the Dallas Morning News, is in the intensive care unit of St. Paul's Hospital following a heart attack. . . . Richard Smith, president of General Cinema Corp., announced that Dallas' first twin indoor theatre, Cinema I & II, will open Sept. 22 in North Park Shopping City. Richard L. Higgins has been named manager of the twin theatres.

DENVER

The Rialto, Loveland, Colo., has been purchased by Vern Peterson, who is giving the house a complete remodeling. It will include the installation of a new Hurley screen from Bob Tankersley, Western Service and Supply, and Gold Medal Astro corn popper, ice machine, and other equipment. The front and lobby are being done over, and the installation of new drapes and carpeting should make the house one of the most attractive in that section of the state. . . . After several months of illness, Glen McCarthy, Resort, Resort, N. M., is back on the job and loking quite chipper. . . . Allied Artists has a new booker, Don Merritt. . . . 300 ping pong balls containing orders for prizes were dropped from an airplane over Denver as one of the promotions for "Those Magnificent Men In Their Flying Machines" at the Centre.

HOUSTON

The closing notice has been posted for "My Fair Lady," now in its 40th week at the Tower. The current run was expected to beat or tie the 42½ week run of "Oklahoma!", current long run title holder. . . . Ellis Ford, manager, Delman, instituted a new summer policy. Children under 12 are being admitted free when accompained by their parents. . . . The first return showing of "The Greatest Story Ever Told" will be on a reserved seat basis at the Sharpston's Gaylynn in Cinerama at family prices. Matinees are held Monday through Saturday at 1 p.m., with seats unreserved at $1. Reserved Sunday matinee seats are $1.75, which is the price for reserved evening showings. Youths at any performance get in for $1. . . . There were special "horror shows" at the Airline, Pasadena, and Winkler D-Is in conjunction with Friday, the 13th. . . . The Great Spy Mission (Code Name: "Operation Crossbow"), opened a multiple opening at 10 theatres, five drive-ins, and five indoor. . . . Charles Martirez, producer is scheduled to hold auditions here at the Richmond offices of Cine-Artists for actors and actresses to appear in the motion picture based on the life of convicted murderess Carolyn Ann Lima. . . . Hollywood film star Nina Foch will appear in Houston on March 10, 1966, in the musical, "Love Is A Ball." Liberace, who also has appeared in several films, has also been booked to appear here at the Music Hall on Jan. 28 and 29. Comedienne Phyllis Diller has also been booked in the series to appear on Feb. 24. . . . Bill Moody, owner of the Art Cinema, which features burlesque films, is planning on changing his policy and begin showing foreign films that he presented originally. The new policy will be effective in about a month, as soon as his contract expires on "nudie" commitments.

FULLY EQUIPPED—IN OPERATION—AIR CONDITIONED
STATE THEATRE
419-21 Locust Street
COLUMBIA, PA.
AUCTION
800 SEATS • HUGE CINEMASCOPE SCREEN • 2 TRACK RCA SOUND SYSTEM • 2 BRINKERT P-80 PROJECTION MACHINES • TWO 32 VOLT GENERATORS • TWO 5 TON & 2 7½ TON YORK AIR CONDITIONERS • MANAGER'S OFFICE • 2 REST ROOMS • FIRE ESCAPE • OIL STEAM HEAT • THRU TO PUBLIC ALLEY INCLUDES 2 Modern Stores—4 Fine Apartments. Each Apartment has Living Room, Dining Room, Kitchen, 2 Bedrooms and Bath. Separate Meters. FULLY RENTED! APPROX. $500 MONTHLY INCOME!
Inspection: Apply at Boxoffice
SALE on Premises: THURS., Sept. 16
at 2 P.M., DST.
15% Deposit at Sale—Request Illustrated Brochure
Louis Traiman
AUCTION COMPANY
Real Estate Brokers—AUCTIONEERS
AMERICA'S FOREMOST REALTY
AUCTION ORGANIZATION
1519 Spruce St., Philadelphia, Pa.
215-KI 5-4500

Box Bixler, United Artists representative with headquarters in Dallas, was in on a visit in behalf of "HELP!," the Beatles film which opened at Loew's State on Aug. 25. The Beatles appeared here in person with an estimated 10,000 attending the afternoon show and 12,250 watching the night performance. The total receipts were $111,250, with the Beatles taking about $72,000. After expenses, the Houston Variety Boys Club gets the rest. . . . Movie director Robert Wise was here to scout locations for his coming 20th Century-Fox picture, "The Sand Pebbles," which is mostly set on the Far East. . . . John Ellis, manager, Tower, extended the run of "My Fair Lady" to Aug. 31. "My Fair Lady" broke the long run record previously held by "Oklahoma.". . . "McHale's Navy Joins the Air Force" was given a multiple opening at 12 theatres, five indoor and seven D-I's. . . . Meyer Bros. department store staged a "Back To School" show at Meyerland Cinema I and II with 20 color cartoons being shown. Northline merchants sponsored a similar show at Cinema I and II in Northline Shopping City, with tickets good for a showing of "Jumbo." . . . John Forsythe, Hollywood film star, is scheduled to be in Houston on Sept. 5 to crown Miss Astro at the Harris County Domed Stadium. . . . Joe Kelley Film Productions have completed shooting "This Way to South Texas," narrated by Kathryn Grandstaff Crosby, wife of singer Bing Crosby. The film is scheduled for release in September. Robstown, Tex., will benefit from the film as Mrs. Crosby will turn over money paid to her for the narration of the film to the Robstown park fund, a project she has aided several times. Mrs. Crosby is a native of West Columbia but grew up in Robstown.

JACKSONVILLE

WOMPI president Kitty Dowell of MGM sent individual letters of thanks to all staff members of the downtown Imperial for their financial aid and cooperation in staging a recent Saturday night midnight show for the benefit of WOMPI's charitable activities. . . . A party of 20 local WOMPI members will entrain here on Sept. 13 to make a strong bid for the attendance prize at the group's "Knickerbocker Holiday" convention at the Astor Hotel in New York City. . . . Arvin K. Rothschild, former local exhibitor, headed the highly successful federal anti-poverty drive known as "Operation Head Start," which was held here the past summer for 1,058 preschool-age children. . . . Jack Rigg, former local booker who now heads a booking agency in Atlanta, came in for several days to visit old friends. . . . Cecil Cohen, who operates the local subrun Twin Hills Drive-In, has scheduled a Sept. 10 reopening date for the Bunnell, Bunnell, which was formerly operated by Harry Dale and Alton R. McCaskill. . . . Paul Marsden, Orlando, Florida State Theatres relief manager, went to the Colony, Winter Park, when manager Curtis Howard took time off for minor surgery. . . . Ralph Bailey has taken over operation of the Eagle, Blountstown. It was operated for many years by his father, the late R. L. Bailey, who died of a heart attack on July 28. . . . The newest WOMPI activity consists of the collection of all types of soap for Operation Cleanup which is aimed at the roundup of a million bars of soap for donation to civilian hospitals in South Viet Nam. . . . Violet Davis, Allied Artists, has been reinstated as a WOMPI member, and Janet Mette, new worker at MGM, has been accepted into WOMPI membership. . . . Gayle Murillo, Imperial concessions worker, who also is employed as a fashion model at Sears Roebuck, has been awarded an art scholarship at the University of Minnesota. . . . Joyce "Gidget" McCall, secretary to booker Vivian Ganas in the FST home office, has resigned to become a lawyer's secretary in Washington, D. C. . . . Mike Seravo, Warner Bros. salesman, left here to visit several exhibitors in the Ft. Myers area. . . . Tom Sawyer, FST home office executive who is president of the Blind Chlidren's Foundation, subsidiary of the Motion Picture Charity Club, expressed his appreciation to the Jacksonville Journal for the excellent feature story which Journal staffer Billee Neumann wrote concerning Sunny Acres Park, BFC's remarkable outdoor facility, operated for handicapped chlidren of the area. Sawyer's letter to the Journal was published on the newspaper's editorial page. Neumann's story was a sensitive and touching account of how the mentally and physically handicapped youngsters discover ways to be whole and happy persons by helping each other at Sunny Acres while doing handicrafts, playing games, and swimming. At present, Sunny Acres swimmers are accommodated at the Arlington YMCA. The BCF's present aims call for a swimming pool on Sunny Acres property, a one-acre lake complete with a fishing pier, and fences to surround the facilities already completed, consisting of recreation and study centers, a playground with equipment designed for the handicapped, rest rooms, kitchen facilities, and a parking lot. . . . Bill Duggan, Florida, Gainsville, Alvin Hodge, Howell, Palatka; and H. A. "Red" Tedder, Matanzas, St. Augustine, were here for a one-day advertising seminar conducted by Florida State Theatres in connection with advance promotional planning on Universal's "The Ipcress File." Also attending the meeting were local FST managers Walter Meier, Joe Charles, Al Hildreth, Art Castner, Iva Lowe, and FST home office officials Robert Heekin, French Harvey, Vernon Carr, Tom Sawyer, and Oscar Cannington.

MIAMI, FLA.

The Florida, Ft. Lauderdale, will inaugurate a policy of second-run feature films following its long-run engagement of "Mary Poppins." Now that ABC-Paramount has acquired the Plantation from Lennard Ventures, Inc., U. S. District Court Judge Edmund L. Palmieri has stated that upon commencement of operation of the 946-seat Plantation, and until

ABC disposes of the Florida, the circuit shall not exhibit first-run films at the latter house except for pictures on which competitors have had opportunity to submit offers. . . . Claughton Theatres is planning a festival of "art" film revivals of Italian origin at their North Miami Theatre, including "Boccaccio '70," "Fellini's 8½," "Marriage Italian Style," "The Conjugal Bed," "Yesterday, Today and Tomorrow," "Two Women," "Divorce Italian Style," continuing throughout August and September. . . . Columbia Pictures producer Stan Colbert has arrived on the local scene to scout locations for "Birds Do It," color feature to star Soupy Sales. Location spots will be scouted from Miami Beach to Cape Kennedy, as well as the west coast of Florida. Ben Chapman, president, Ivan Tors Studios, will be consulting with Colbert, since the film will be produced at the Tors local studios. Colbert explained that this was the first time that Columbia has given free rein to an independent producer to make a major film in the United States away from their Hollywood studios. A survey of Ivan Tors' North Miami studios and facilities assured Columbia executives of first class production. Tors will be executive producer, having first collaborated with Colbert on a tv series, "Ripcord.". . . Gordon Spradley, property master, Variety Club Tent 33, Miami, has been appointed local chairman of the Will Rogers Hospital program. Spradley was recently promoted from manager, Miami, to assistant to Harvey Fleischman, Wometco district manager. . . . A good batch of advance reservations for the 1966 Variety Club convention in London has already been received in Miami, according to Tent 33's "33-Sheet," local publication. Other facts noted were that last year at Variety Children's Hospital, 4,387 bed-patients were given 35,383 days of care; nearly 50,000 boys and girls were treated as out-patients; nearly 2,000 surgical procedures were performed; over 50 per cent of patients were treated free of charge, amounting to $700,000 in 1964. . . . Flynn Stubblefield has been promoted from assistant district manager of Wometco Theatres in Miami, to supervisor, Wometco's Central Florida Theatres, including the recently-opened Park, Winter Park, and the soon-to-be-opened Plaza, Gainesville, and Crossroads, St. Petersburg. . . . Lester Severns has been hired as trainee assistant manager, Palm Springs Theatre. . . . Coral Gables city commissioners met with local managers Frank Maury, Miracle, and Tom Elefante, Riviera, to discuss so-called "sexy" movies and children's attendance at same. Although the discussion veered into the field of censorship several times, the commission rejected any idea of setting up a censorship board to review movies. Both managers told the commission of their problems in deciding and regulating who should see which films. "What right do I have to keep children out if their parents decide a movie is OK for them to see," asked Maury. Elefante told the commissioners that after refusing some teenagers tickets, the theatre received several obscene phone calls. "Judging from what they said on the phone, they couldn't have learned anything from the movie," he said. Commissioner George Wilson set off the blast at theatres following his viewing of "What's New, Pussycat?," "Rope of Flesh," and "The Sandpiper." "We have age limits for voting and for going to a bar," Wilson said. "Why shouldn't there be one for going to some of these movies." Commissioner Joe Murphy expressed the feeling that the problem was a responsibility of the home and the church and warned his fellow commissioners they were getting "close to censorship."

NEW HAVEN-HARTFORD

Connecticut business, as measured by the Connecticut Bank and Trust Company economic index, rose sharply from May to a new high level in June, marked increases registered by industrial electric power sales, new car sales, and bank debits. . . . Construction has started in the Manchester, Conn., Shopping Parkade on first of two metropolitan Hartford theatres to be operated by the United Artists Theatres-Bernie Menschell interests. The parkade project, to contain 1,000 seats, will be called Cinema East, and should be ready for a Christmas Day premiere. Three New Haven theatres—the Whalley Whitney, and Strand—sold advance tickets for the annual North Haven Fair. . . . Albert M. Pickus, owner, Stratford Theatre, Startford, and former chairman of the Theatre Owners of America executive committee, has announced plans for construction of a shopping center, to be known as Colonial Square, in that downstate community. . . . Robert E. Carney, Stanley Warner resident manager at the first-run, downtown deluxe Strand, Hartford, is first local exhibitor to extend matinee price from 5 to 6 p.m., Mondays through Fridays, the objective being greater inducement for late afternoon patronage, particularly from downtown office workers. The 90 cents matinee price, previously changed at 5 p.m., now goes to $1.25 at 6 p.m. Carney has named Peter Carr, formerly in office accounting in his native England, as Strand assistant manager, replacing Milton Daly, promoted to managership of the State, Manchester, Conn. . . . Two hundred, representing exhibition and distribution throughout Connecticut and principal Atlantic Seaboard cities, attended the annual golf outing and dinner of the United Motion Picture Theatre Owners of Connecticut at the Grassy Hill Country Club. Toastmaster Herman M. Levy, UMPTOC executive secretary; James M. Totman, Stanley Warner New England zone manager; and Allen M. Widem, Hartford Times amusements editor, were among the speakers. The guests gave industry pioneer Peter G. Perakos, Sr., marking his 58th year in exhibition in New Britain, a rising greeting. MGM Connecticut branch manager Dave Titelman cited the state's efforts in behalf of the Will Rogers Hospital drive and urged a greater collection participation by drive-in theatre owners. Special prizes went to industry veterans George Dembow, Henry Germaine, and Martin Kornbluth for longest attendance records at the UMPTOC annual event. . . . Irving Hillman, formerly New England zone advertising-publicity director, Stanley Warner Theatres, has opened an advertising specialties firm Virdis Associates, in New Haven.

NEW ORLEANS

Stephen Abraham scheduled the reopening of the Trace, Port Gibson, Miss., for Sept. 12. The house is closed during the summer when the nearby Auto Vue Drive-In, Lorman, Miss., is functioning. . . . The new Broadmoor, Baton Rouge, La., was officially opened on August 18. It is located in the Broadmoor shopping center and was constructed for Ogden Brothers' operation. . . . The Ritz, Bogalusa, La., the scene of recent racial strife, was closed by M. A. Berenson, owner. . . . The Art Theatre Guild, which operates the Plaza, formerly the National, took over the lease of the Peacock. . . . The Baton Rouge, La., area is the setting for location shooting of Columbia's "Alvarez Kelly."

PHILADELPHIA

Bernard Sackett, owner, Wayne Playhouse, obtained a million dollars worth of the wrong

3 Action-Packed, Fun-Filled Days and Nights!

MARYLAND THEATRE OWNERS ASSOCIATION
Annual Convention
at the
Washingtonian Motel
GAITHERSBURG — MARYLAND

In view of the Blue Ridge Mountains, yet minutes from the heart of downtown Washington. Luxurious Accommodations, Country Club Comfort and Resort Hospitality, Finest Cuisine. Championship 18-Hole Golf Course—Olympian Swimming Pool.

SEPTEMBER, 13-14-15, 1965

FEATURING
TWO BUSINESS MEETINGS AND SEMINARS
with Nationally Known Industry Leaders
3 Cocktail Parties • 2 Seated Buffets
2 Brunches • Fun-Game Night • Door Prizes
AWARDS BANQUET with STARS and CELEBRITIES

Theatre Party at Shady Grove Music Fair
(Adjacent to Motel)
In Person! DAN DAILEY in "GUYS AND DOLLS"
ANNUAL GOLF TOURNAMENT

REGISTRATION: MEN $25.00 LADIES $20.00
Send Your Reservations NOW to:
MTOA HEADQUARTERS
6000 Baltimore—National Pike—Baltimore, Md. 21228

kind of publicity when he rented the theatre to Marvin Burak, former radio commentator and promoter, for the showing of a pro-Viet-cong propaganda film. The deal was cancelled when the American Legion and Veterans of Foreign Wars protested and threatened to picket. In a subsequent street fight, Burak was punched in the nose by a demonstrator and was arrested. He threatened to sue Sackett for "locking him out of the theatre." . . . Condolences to the family of William J. Clark, brother of the late James P. Clark, and formerly associated with him in the operation of Highway Express Lines, who died recently. He was in the motel business in Arlington, Va., at the time of his death; and was a past chief barker of Variety Club Tent 13. . . . The annual golf tournament and dinner dance of Variety Club Tent 13 scheduled for Green Valley Country Club on September 17 promised to be the usual big success. . . . Mel Fox is completely refurbishing the Towne, Levittown, Pa. Blumberg Brothers are supplying new carpeting, seats, etc. The same theatre supply house is furnishing the equipment, including push-back chairs, for the Tilton, Northfield, N. J., being built by David Milgram, George Schwartz and Charles Tannenbaum.

CLARK TRANSFER, INC.

Terminals:

- BOSTON, MASS
  818 Albany Street, Roxbury 617-268-4682
- NEW YORK, N. Y.
  609 W. 46th Street . 212-246-0815
- NORFOLK, VA.
  316 South Main Street 703-545-3832
- PHILADELPHIA, PA. (Executive Offices)
  829 North 29th Street 215-232-3100
- RICHMOND, VA.
  312 South 17th Street 703-648-6083
- TAMAQUA (HOMETOWN), PA. 717-668-1727
  RD # 2
- WASHINGTON, D. C. 202-526-4800
  3194 Bladensburg Road, N. E.

PROGRESSIVE ELECTRIC
CONSTRUCTION CO. INC.
240 N. 13th ST. • PHILADELPHIA 7, PA.
35 Years of Theatre Construction and Maintenance

FOLLOW THE ARTIST'S BRUSH DOWN
HALLELUJAH TRAIL
BURT LANCASTER
LEE REMICK
JIM HUTTON
PAMELA TIFFIN
"THE HALLELUJAH TRAIL"

Cowgirl Jean Rogers and United Artists' publicist Max Miller are seen at the recent opening of UA's "The Hallelujah Trail" at the Uptown, Washington, D. C.

SALT LAKE CITY

The Tower Theatre Corporation, under the presidency of Sid Cohen, well known area theatre operator, and with Tania Carol as general manager, is in the process of early construction of a new theatre to be built in one of the fast growing and popular shopping districts on the outskirts of Salt Lake City called the Olympus Hills Shopping Center. Miss Carol reports that the new theatre will be either called "The Movie" or the "Gas Light." According to tentative plans it will incorporate the latest in sound and projection equipment as well as practically every other modern theatre beauty. The Tower in Salt Lake City has been completely renovated and repainted with new carpeting and seats installed. . . . Royal Crown Cola Company tied in with the local opening of The Beatles' newest UA film, "Help," Uptown, with special prizes offered including a trip to Hollywood to see The Beatles in person. . . . The Esquire is another local theatre to have been remodeled, modernized and renovated recently. The house is now on a first run policy.

SAN ANTONIO

Herman Sollock, manager, suburban Woodlawn, Cinema Arts Theatres operation, has on display in the lobby an exhibit of butterflies by 14-year-old Charles Lipscomb. The exhibit of butterflies was arranged by Sollock as a tie-in with the showing of "The Collector," now in its second week, whose central character collects butterflies. . . . George A. Kaczmar, manager, Josephine, has a contest for patrons attending the showing of "Lord Jim." Over the concession stand is a huge Texas size button down tie. Patrons are asked to estimate how many square inches of cloth are in the tie. The closest guess wins a fabulous wardrobe of ties for five years. . . . The Old Heidelberg Restaurant, which serves German food and pastries in a German setting, will present a movie about Germany every Monday night for the next few months. The films have been obtained from the German consulate and range in subject matter from political situations to German horse training. There will also be films for sports fans and films for the cultural minded. Walter Koenig, owner of the restaurant, said that admission would be free to the showings in the Old Heidelberg's garden at 8 p.m. each Monday. . . . Tommy Cuellar is the assistant manager at the Josephine. He intends to continue his career, learning more about theatrical and movie industry. . . . Ignacio Torres, manager, Alameda, downtown Spanish language show house, is continuing his policy of admitting all children under 12 to his double feature program on Mondays. . . . Miss Sandra Banse presides over the concessions counter at the Laurel. . . . Bill Hess, usher at the Laurel is looking forward to school once again. . . . A special showing of "HELP!" featuring the Beatles was presented under sponsorship of radio station KTSA, with all seats at $1.25. . . . Patrons to the neighborhood Olmos are receiving the "red carpet" treament. A new red carpet has been installed down both aisles. . . . At Palestine, Tex., high winds pushed over the screen at the Dogwood D-I. . . . Little damage was caused by the fire which swept through the four upper floors of the 27 story Main Building at the University of Texas at Austin, Tex., which houses the valuable Hoblitzelle Theatre Arts Library. At first it was thought that several of the displays were burned and others damaged by smoke and water. . . . Ray Townsend has taken over the Dorothy and Rietta D-I's at Henrietta, Tex., from Claude Thorp, who will still operate his Palace at Burkburnett, Tex. . . . J. S. Worley, owner, Texas and Pioneer D-I's at Shamrock, Tex., was presented a plaque for outstanding service to the Texas CATV Association. He was president of the group in 1962 and 1963.

. . . The Gentilly Art Theatre, popular house for cinema buffs, has a line-up of area firsts including Japan's "Woman In The Dunes." Booking for the adult audience has produced very good business, with a single evening performance of "Woman In The Dunes" at eight p.m. and six and ten p.m. showings of "Hallelujah The Hills." Both are bringing out the crowds. Next on the list is Ingmar Bergman's "All These Women," plus "Banana Peel," French crime farce with Jeanne Moreau, Jean-Paul Belmondo and Gert Frobe.

Tommy Cuellar, assistant manager, Josephine, is returning to college. He intends to become an electrical engineer. . . The Olmos, in conjunction with Radio station KITE and the Lost Valley Ranch at Bandera, Tex., is giving away a free weekend vacation to Lost Valley as a tie-in to the current first run showing of "Cat Ballou.". . . George A. Kaczmar, manager, Josephine, is offering patrons a "Lord Jim" program book at the concession stand during the run of the film. . . . New summer prices have been instituted at the Laurel. Matinee adult prices are $1; evening adult, $1.50; military at all times, 75 cents; and children at all times, 50 cents. . . . Gene Cole, city manager, Gulf States D-I Theatres, had as his guests industry personnel, including managers and cashiers, to attend a special meeting on the Will Rogers Memorial Hospital drive.

WASHINGTON

Plans are now underway to build a modern 1200 seat theatre at the Richmond Highway (U. S. Route 1) at Lukens Lane—just a mile and a half north of Ft. Belvoir. The theatre will be part of a shopping center and apartment house complex, to be built, owned, and operated by Arnold Heft, Alvin Epstein, and Michael Stein. The last two are owners of the Pike Theatre on the Rockville Pike. Heft is a prominent local builder and owner of the Baltimore Bullets. The architect is John D. Zekan Associates of Alexandria. The latest developments in modern 70 mm motion picture sight and stereophonic sound will be incorporated. The theatre adjoins the Woodlawn Country Club and is expected to be in operation in the spring of 1966. The area is showing a tremendous population boom. . . . A special trade showing of the new Warner Brothers picture, "Marriage on The Rocks," starring Frank Sinatra, Dean Martin, and Deborah Kerr, was held at the Ambassador.

REVIEWS

The famous pink paper SAVEABLE SECTION in which Experienced Trade Analysts evaluate coming product

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 26 year old service is both numerically more complete, and informatively more candid, than any similar analysis. Cumulatively numbered by film seasons (September to September). It is recommended that readers consecutively save all REVIEWS section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined the every second week, yellow paper SERVISECTION indexes to the past 12 months' product, and the alternating every second week pink paper REVIEWS, represent a unique informative service to theatremen.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.

MOTION PICTURE
EXHIBITOR

SECTION TWO
Vol. 74 No. 6
SEPTEMBER 1, 1965

ALLIED ARTISTS

Gunmen Of The Rio Grande

WESTERN
86M.

Allied Artists
(Wide Screen) (Color)
(Made in Spain)

ESTIMATE: Okay western.

CAST: Guy Madison, Madeline Lebeau, Carolyn Davys, Massimo Serato, Gerald Tichy, Fernando Sancho. Produced by Ike Zingarmann; directed by Tulio Demicheli.

STORY: French saloon keeper Madeline Lebeau sends an S.O.S. to Guy Madison (Wyatt Earp) to help her girl friend, Carolyn Davys, whose mine is about to be usurped by Massimo Serato. Madison persuades her to stay, and the silver mine is reopened. Serato enlists the aid of Mexican bandit Fernando Sancho, whose band of desperados try to stop a wagon train shipment. They ambush the train, but Madison outwits them. Serato is afraid Sancho will expose him as the villain, and shoots him. Madison reaches Sancho before he dies, goes after Serato, and gets him.

X-RAY: This western shot in Spain has the same old formula plot credited to Chen Morrison, with screenplay by Gene Luotto. It has plently of the same old action; the same old horses; the same old location shots; the same old cowboy hero; but some of the other actors look more like foreign gangsters than American cowpokes. Some of the sets also look foreign, which may or may not matter. With Guy Madison as the American hero lead, and with plenty of action, this may do as part of the program, especially where action westerns are popular. The color and wide screen will help, although some of the color shots are uneven.

AD LINES: "Wyatt Earp In Action Again!"; "A Fast Paced Action Western."

"29"

This issue of the Pink REVIEWS Section marks the start of the new 1965-66 season (always the first issue in September). For 29 consecutive years, MOTION PICTURE EXHIBITOR has arranged its "Theatre-Wise" Reviews of all features in this separate, consecutively numbered, and easy to save section, as handy reference for its theatre subscribers.

As a further service to our subscribers, we print and stock an over-supply of all Pink REVIEWS Sections. Should you require back sections, they may be obtained by subscribers from our Bookshop at moderate cost.

COLUMBIA

Apache Gold

WESTERN
91M.

Columbia
(CinemaScope)
(Eastman Color by Pathe)
(Filmed abroad)
(Dubbed into English)

ESTIMATE: Okay lower Western

CAST: Lex Barker, Pierre Brice, Mario Adorf, Marie Versini, Ralf Wolter, Walter Barnes. Produced by Horst Wendlandt; directed by Harald Reinl.

STORY: Railroad surveyor Lex Barker, building a railroad line into the west, discovers that assistant Mario Adorf has changed the route to take the line through Apache country so that he can make some money. Adorf knows that the Apaches have a secret source of gold, and he is determined to find it. He tries torture on one of the braves, who dies rather than reveal anything he knows. Adorf captures Pierre Brice, son of the Apache chief, with the aid of a hostile tribe, and they plan on torturing him until he talks. Barker frees him in the dark of night. Later, Brice leads the Apaches in an attack on the railroad headquarters as Barker and Adorf are trying to settle the feud between them with guns. Adorf and a few of his men escape, but Barker and some of his friends are taken prisoner after Barker is seriously wounded. Brice's sister, Marie Versini, helps to nurse him back to health, after which he and the others will die if he cannot come out the winner in an encounter with the chief. He wins as Versini brings proof that it was Barker who saved Brice's life, and they become friends. Versini hopes to return east and go to school, perhaps to return later and win Barker's love. As Brice, Versini, and their father go to the hiding place of the gold, Adorf and his men follow. In the battle that follows, the chief and Versini die, as does Adorf and his men. Barker is able to save Brice, and they ride off together as bloodbrothers.

X-RAY: This is the first in a series filmed abroad, and there's quite a bit of action, intrigue, as well as a story that can sustain interest through most of the slightly overlong running time. The acting is fair, and direction and production are adequate. It should do okay in a supporting role. The screenplay is by H. G. Peterson, based on a novel "Winnetou" by Karl May.

AD LINES: "Apaches On The Rampage"; "A Fast-Moving Action Tale About Indians Trying To Stop Construction Of The Railroad."

Treasure Of Silver Lake

WESTERN
82M.

Columbia
(Filmed abroad)
(Cinemascope)
(Eastman Color by Pathe)

ESTIMATE: Fair western.

CAST: Lex Barker, Gotz George, Herbert Lom, Pierre Brice, Karin Dor, Eddi Arent, Marianne Hoppe, Jan Sid, Ralf Wolter. Produced by Horst Wendlandt; directed by Harald Reinl.

STORY: Lex Barker and his Indian friend, Pierre Brice, set out to track a gang of murderers headed by Herbert Lom, who held up a stage coach and killed its passengers to get a half of a treasure map. Gotz George, son of the dead owner of the map, goes along. The other half is in the possession of Jan Sid, and Lom and his men attack their farm as Barker and his companions arrive to help. The gang kidnaps Sid's daughter. Karin Dor, and take George prisoner when he tries to rescue her. Lom forces George to lead them to Silver Lake while Barker and the others follow. When they reach a cave holding the treasure, Lon kills his lieutenants and decides to keep the gold for himself. He is buried in a landslide while Barker and the others arrive in time to take care of the other outlaws.

X-RAY: This western was made abroad, and much of the dialogue was dubbed in. The result is a western that is a bit on the different side, not smacking of the west as most audiences here know it but coming reasonably close. It can qualify as an adequate entry for the lower half. The use of color helps a bit, and the acting, direction, and production are adequate. The screenplay is by H. G. Peterson, based on a novel by Karl May.

AD LINES: "Bad Guys And Good Guys Race For A Fabulous Treasure In An Action-Packed Adventure"; "A Bandit Leader Was Determined Not To Let Anyone Stand Between Him And The Treasure of Silver Lake."

MGM

Once A Thief

MELODRAMA
107M.

MGM
(Panavision)

ESTIMATE: Effective tale of a loser.

CAST: Alain Delon, Ann-Margret, Van Heflin, Jack Palance, John Davis Chandler, Jeff Corey, Tony Musante, Steve Mitchell, Zekial Marko, Tammy Locke, Russell Lee, Yuki Shimoda. Directed by Ralph Nelson; produced by Jacques Bar.

Story: Alain Delon, who once served a jail term for robbery, is observed closely by police officer Van Heflin, who believes he was shot by Delon during the robbery but can't prove it. Delon is picked up in connection with another robbery-murder because the description of the killer fits him. Heflin arrests him, and he loses his job as a truck driver. He is freed when one of the victims can't identify him. His wife, Ann-Margret, is forced to go to work in a cheap night club while Delon minds their child. At this point, his brother, Jack Palance, head of a gang, shows up to offer Delon much money to take part in an upcoming job. He refuses until the pressure becomes stronger. Then he agrees. The loot, a million dollars worth of platinum, is in a vault at his former place of employment, and it turns out that Palance's henchmen, Tony Musante and John Davis Chandler, framed Delon so that he would have to go along with them. They pull off the job with Palance and Delon double crossing the others. Chandler and Musante kidnap Delon's daughter. Palance is killed, and Delon turns to Heflin, confessing everything and agreeing to help get the others and turn himself in if Heflin will help get his daughter back. Heflin agrees, and the child is returned to Ann-Margaret. In the gunplay that occurs Delon is killed.

X-Ray: There is a crispness in the action sequences in this tale of a young man in trouble with society and the law that helps hold audience interest pretty much throughout. Lots of intrigue and an aura of naturalness are also to be found here. It should do okay as part of the show, with good performances, commendable direction, and efficient production. The screenplay is by Zekial Marko based on his novel.

Ad Lines: "A Million Dollar Robbery Brings Death And Misfortune"; "Follow Five Men As They Prepare To Steal A Million Dollars."

PARAMOUNT

Breakfast At Tiffany's

Comedy
115M.

Paramount
(Technicolor)

Estimate: Reissue of sophisticated entry is best for big city spots.

Cast: Audrey Hepburn, George Peppard, Patricia Neal, Buddy Ebsen, Martin Balsam, Mickey Rooney, Vilallonga, John McGiver, Dorothy Whitney, Stanley Adams, Elvia Allman, Alan Reed, Beverly Hills. Produced by Martin Jurow and Richard Shepperd; directed by Blake Edwards.

For complete review, please refer to page 4873 of Oct. 11, 1961.

Living It Up

Comedy with Music
95M.

Paramount
(Technicolor)

Estimate: High rating comedy reissue.

Cast: Dean Martin, Jerry Lewis, Janet Leigh, Edward Arnold, Fred Clark, Sheree North, Sammy White, Sid Tomack, Sig Ruman, Richard Loo, Raymond Greenleaf, Walter Baldwin. Produced by Paul Jones; directed by Norman Taurog.

For complete review, please refer to page 3742 of May 5. 1954.

Pardners

Comedy
88M.

Paramount
(Technicolor)

Estimate: Amusing reissue of western spoof has names, laughs and music.

Cast: Dean Martin, Jerry Lewis, Lori Nelson, Jeff Morrow, Jackie Loughery, John Baragrey, Agnes Moorehead, Lon Chaney, Milton Frome, Richard Aherne, Lee Van Cleef, Stuart Randall, Scott Douglas, Jack Elam, Bob Steele, Mickey Finn, Douglas Spencer, Philip Tonge. Produced by Paul Jones; directed by Norman Taurog.

For complete review, please refer to page 4205 of Aug. 22, 1956.

Sabrina

Comedy Drama
113M.

Paramount

Estimate: High rating reissue.

Cast: Humphrey Bogart, Audrey Hepburn, William Holden, Walter Hampden, John Williams, Martha Hyer, Joan Vohs, Marcel Dalio, Marcel Hillaire, Neilla Walker, Frances X. Bushman, Ellen Corby, Marjorie Bennett, Emory Parnell, Kay Riehl, Nancy Kulp, Kay Kuter, Paul Harvey, Emmett Vogan. Produced and directed by Billy Wilder.

For complete review, please refer to page 3826 of Sept. 8, 1954.

The Skull

Drama
83M.

Paramount
(Technicolor)
(Techniscope)
(Filmed abroad)

Estimate: Interesting horror entry.

Cast: Peter Cushing, Patrick Wymark, Christopher Lee, Nigel Green, Jill Bennett, Michael Gough, George Coulouris, Patrick Magee, Peter Woodthorpe, April Olrich, Maurice Good, Frank Forsyth, Anne Palk. Produced by Milton Subotsky and Max J. Rosenberg; directed by Freddie Francis.

Story: Peter Cushing and Christopher Lee are rivals at auctions for items dealing with witchcraft, black magic, etc. Lee is puzzled at times by the driving force that makes him bid for some items. Patrick Wymark shows up at Cushing's home with an ancient volume bound in human skin which Cushing buys. It is obvious he has bought many items from the shifty Wymark without inquiring too closely as to where he got them. Another evening, Wymark offers him the skull of the Marquis de Sade, stolen from his grave in France. Cushing is reluctant and Wymark reduces his price as if he were most anxious to get rid of it. Cushing reads the book and becomes enmeshed in the evil of the man, and he confides the offer of the skull to Lee, who informs him that the skull was stolen from his collection. Lee admits that he was glad to be rid of it as it was beginning to exert an unnatural influence on him. Cushing goes to visit Wymark and finds him dead. He takes the skull and is soon caught up in its evil machinations. When he can't resist, he dies.

X-Ray: Those who go for the supernatural, the weird, the unnatural should appreciate the colorful evil found in this entry, replete with adequate performances, good direction, and suitable production. The use of color adds emphasis to the mood and atmosphere, and it should do well as part of the show. There isn't too much of a story here. Instead, the value of the entry depends on trickery, surroundings, superstition, etc. Milton Subotsky wrote the screenplay based on the story, "The Skull of the Marquis de Sade," by Robert Bloch.

Ad Lines: "He Who Possessed 'The Skull' Possessed Evil And Danger Of Death"; "Ownership Of 'The Skull' Meant Death . . . Or Worse."

20TH-FOX

The Curse Of The Fly

Drama
86M.

20th-Fox
(English-Made)

Estimate: Okay entry for program.

Cast: Brian Donlevy, George Baker, Carole Gray, Michael Graham, Jeremy Wilkins, Charles Carson, Bert Kwouk, Yvette Rees, Rachel Kempson, Mary Manson. Produced by Robert L. Lippert and Jack Parsons; directed by Don Sharp.

Story: For three generations, the family now headed by father Brian Donlevy has been experimenting with teleporting human beings through space electronically, especially between London and Canada. One night, Carole Gray, an escapee from a mental institution, meets George Baker, one of Donlevy's sons. He helps her when she concocts a story, lending her money and seeing her during his stay in Montreal. They fall in love after a week and get married. He takes her home to an isolated mansion that also houses the laboratory. A Chinese assistant and his wife look askance at Baker, since it develops he already has a wife confined to one of the cage-rooms after she has been misshapen following one of the experiments. There are two other experimental human mistakes who are also prisoners. The police pick up the trail of Gray, and when they get close, Donlevy decides that it's time to move on to London after disposing of the three mistakes. His other son, Michael Graham, in London becomes so upset at the two misfits that are sent to him to destroy that he smashes the machinery. When Donlevy is teleported, there is no machine to receive him, and he is lost in space. Baker's injuries bring on sudden death and rapid aging as the police arrive to rescue Gray.

X-Ray: This has a saleable title and a few other angles which can help make a program exploitable. The story is fairly interesting; the acting is average; and the direction and production are adequate. Harry Spalding wrote the screenplay.

Ad Lines: "Scientists At Work On A Project That Could Change The World"; "A Thriller That Will Chill Viewers To The Marrow."

Devils Of Darkness

Drama
88M.

20th-Fox
(Color by Deluxe)
(Filmed abroad)

Estimate: Interesting programmer on the supernatural.

Casts William Sylvester, Hubert Noel, Tracy Reed, Carole Gray, Diana Decker, Rona Anderson, Peter Illing, Gerard Heinz, Victor Brooks, Avril Angers. Produced by Tom Blakley; directed by Lance Comfort.

Story: A small town in Brittany is quiet because of fear as the dead arise from their graves at the command of Hubert Noel. When several friends of writer William Sylvester disappear and die mysteriously, he scoffs at superstition and orders their coffins sent home for further investigations. The coffins disappear as Noel tries to dispose of Sylvester after retrieving a mysterious medallion which he needs in his evil work. Scotland Yard is brought into the case when a scientist friend is murdered, and Sylvester reluctantly tells all. He is not scoffed at by the inspector. When attractive Tracy Reed is caught up in Noel's net, Sylvester and the police follow through on some clues and trap the group during a sacrificial ritual. Noel and the others are killed as an ancient building crumbles. Sylvester and Reed escape.

X-Ray: Those who like their film entertainment on the dark, spooky, and evil side should get a charge out of this entry that should enhance the program in properly sinister fashion. The acting is good, and direction and production are efficient, with interest well maintained. The use of color gets across the blood and eerie surroundings to a helpful degree. The story and screenplay that features everything, including fang marks on the neck a la Dracula are by Lyn Fairhurst.

Ad Lines: "He Commanded The Dead Who Lived After Sunset"; "A Blood-Curdling Thriller Comes Alive From An Ancient Gypsy Legend."

Wild on the Beach

Comedy with Music
77M.

20th Fox

Estimate: Mild rock'n'roll entry for program.

Cast: Frankie Randall, Sherry Jackson, Jackie and Gayle, The Astronauts, Sonny and Cher, Cindy Malone, Sandy Nelson, Russ Bender, Booth Colman, Justin Smith. Produced and directed by Maury Dexter

Story: A college on the California coast is plagued by a shortage of housing facilities for students, and Sherry Jackson plans on turning a house left her by her uncle into a dormitory for girls, thus making it possible for her to pay her way through school. She and her friends find that it is already occupied by Frankie Randall and his friends, who have the same idea, and who claim that they had the permission of her uncle. Each tries to get a permit from the school while they declare a truce. After a series of mix-ups with school authorities and after a romance blossoms between Jackson and Randall, Jackson gets her permit and the boys are not far away.

X-Ray: A lightweight and improbable yarn becomes a skeleton on which to tie in some rock'n'roll tunes and dances. There are some bits of comedy and slapstick, touches of romance, etc., which help the time pass. The acting is fair, and direction and production are passable. It can serve as filler for the program, with perhaps some extra interest for the younger set. Harry Spalding wrote the screenplay based on a story by Hank Toni.

Ad Lines: "Join The Wildest Jamboree On The Beach And Have Some Fun"; "Boys, Girls And Some Hip Tunes Provide Plenty of Screen Fun."

UNITED ARTISTS

Billie

Comedy with Music
87M.

United Artists
(Chrislaw)
(Technicolor)
(Techniscope)

Estimate: Wholesome, heartwarming comedy for family trade.

Cast: Patty Duke, Jim Backus, Jane Greer, Warren Berlinger, Billy De Wolfe, Charles Lane, Dick Sargent, Susan Seaforth, Ted Bessell, Richard Deacon, Bobby Diamond, Michael Fox, Clive Clerk, Harlan Warde, Jean Mac Rae, Allan Grant. Produced and directed by Don Weis; executive producer, Peter Lawford; screenplay by Ronald Alexander, based on his Broadway play, "Time Out For Ginger."

Story: Patty Duke is an athletic inbetweenager facing the problem of giving up her tomboy world for that of a young lady. She is, however, the best track star at her high school and shames the boys when it comes to sprints, pole vaulting, or decathalon competition. If Patty doesn't recognize immediately her blooming femininity, boy friend Warren Berlinger does. When Duke teaches him the secret to her track success—hearing a rock 'n' roll beat that she can speed up while she runs—he becomes the best male track star, but still finds Duke the champ. Both Berlinger and Jim Backus, her father, regret their views on the place of the woman in American society before Duke is through. For Backus, running for mayor on a male supremacy ticket, his daughter's prowess on the athletic field is a real embarrassment. For Berlinger, being bested by his girl at "a man's sport" bruises his adolescent ego considerably. When Duke's feats make a national news magazine, it appears that Backus' chances are scuttled. His opponent, Billy De Wolfe, however, decides to make hay out of rumors that Duke's older sister is pregnant. The smear campaign backfires when a secret marrige is let out of the bag by Duke, and Backus is elected. After some fatherly advice, Berlinger also manages to patch up the faltering romance with Duke when she decides she really is a girl.

X-Ray: "Billie"—first Hollywood effort for Miss Duke since "The Miracle Worker"—offers a light, gay story of an adolescent's growing pains that should delight teen and family trade. Duke's performance is relaxed enough, yet captures the moodiness of a teen discovering boys, romance, and herself for the first time. The patient, if bewildered parents, Jim Backus and Jane Greer, are a sufficient mixture of the stern and permissive to suggest something of life, and both turn in enjoyable performances. Berlinger, as the outdashed boyfriend, is, like Miss Duke, a young veteran, but directed in a slightly heavy-handed fashion. While both may be a shade too old for the parts, Duke overcomes the handicap with her irrepressible animation. Berlinger, though, emerges as a little too wooden—even for the "mature" youth. Miss Duke's two songs will appeal to younger audiences and fit well with the dance routines and other numbers. Sets, choreography for the dance numbers, color camera work, and direction are generally excellent. Good supporting work by the cast and a theme that never loses its appeal should add to the favorable word of mouth we would expect the film to generate. Dominic Frontiere is credited with the musical score, and choreography to David Winters.

Tip on Bidding: Fair program rates.

Ad Lines: "Billie's Got The Beat!!"; "See Patty Duke As Billie'—And You'll Get The Beat Too!"

WARNERS

Murieta

Western
108M.

Warners
(Eastman Color)
(Made in Spain)

Estimate: Okay adventurous hijinks in early California.

Cast: Jeffrey Hunter, Arthur Kennedy, Diana Lorys, Sara Lezana, Roberto Camardiel, Pedro Osinaga. Directed by George Sherman; executive producer, Jose Sainz de Vicuna.

Story: The gold rush in California in 1849 brings all types in the hunt for the yellow metal, but most agree that the Mexicans don't belong there. Mexican Jeffrey Hunter and his young bride, Sara Lazana, find the going rough until they are befriended by territorial Marshal Arthur Kennedy. Hunter sets up a riverside campsite to pan for gold, which he does find eventually. Three tough strangers appear, beat Hunter, and rape Lazana. She dies of her injuries. Hunter buries her and swears revenge. He turns to gambling for a living and makes money at it while waiting for the trio to show up. They eventually appear, and he kills them, after which Kennedy arrests him for murder. In jail, he meets two Mexican bandits, Roberto Camardiel and Pedro Osinaga and they escape with him when he is smuggled a gun by a pretty restaurant owner Diana Lorys. Hunter takes over the gang formerly led by Camardiel, and they plunder and pillage until the entire territory fears them. Wounded in a gun battle, Hunter visits Lazana's grave where Kennedy captures him. He lets him go when he promises to stop his rampaging and return to Mexico. His wounds bed him in an unconscious state for weeks, during which his lieutenants rob and pillage, disguised as Hunter. Kennedy sets a trap for them into which the recovered Hunter and others ride. Hunter and most of the others are killed.

X-Ray: Much of what transpires in this outdoor action yarn is predictable, and some of it may even be on the familiar side. However, there is enough action and intrigue to hold the attention of viewers. Acting is efficient, and direction and production are adequate. The use of color helps dress up the story a bit, and it should serve adequately as part of the show. The screenplay is by James O'Hanlon.

Ad Lines: "Blazing Guns Accompanied The Search For Gold In Early California"; "Thrill-Packed Action And Adventure Followed The Settlers In California."

MISCELLANEOUS

Nobody Waved Goodbye

Drama
80M.

Cinema V
(Made in Canada)

Estimate: Earnest but amateurish drama of teen rebellion.

Cast: Peter Kastner, Julie Biggs, Claude

ALPHABETICAL GUIDE TO 17 Feature Reviews

This index covers features reviewed thus far during the 1965-66 season in addition to features of the 1964-65 season, reviewed after the issue of Aug. 18,1965.—Ed.

A

Apache Gold—91m.—Col. 5321

B

Billie—87m.—UA 5323
Breakfast At Tiffany's—115m.—Par.—Re. 5322

C

Crazy Paradise—95m.—For. 5324
Curse of The Fly, The—86m.—Fox 5322

D

Devils of Darkness—88m.—Fox 5322

G

Gunmen of The Rio Grande—86m.—AA 5321

L

Living It Up—85m.—Par.—Re. 5322

M

Murieta—108m.—WB 5323

N

Nobody Waves Goodbye—80m.—Misc. 5323

O

Once A Thief—107m.—MGM 5321

P

Pardners—88m.—Par.—Re. 5322

S

Sabrina—113m.—Par.—Re. 5322
Skull, The—83m.—Par. 5322

T

Treasure of Silver Lake—82m.—Col. 5321

W

Wild On The Beach—77m.—Fox 5323
Willy McBean and His Magic Machine—94m.—Misc. 5324

Rae, Toby Tarnow, Ron Taylor, Charmian King, John Sullivan. Produced by Don Owen and Roman Kroiter; written and directed by Owen.

Story: Peter Kastner is given a good allowance and allowed to run around unchecked by parents Claude Rae and Charmian King, who have their own interests. Despite such freedom, or perhaps because of it, Kastner is a rebellious teenager, contemptuous of authority. He cuts classes and is only at peace with girl friend Julie Biggs, who is considerably more sensible and realistic. Kastner takes a car from his father's auto showroom without permission and runs into trouble with the police. His father, hoping to teach the boy a lesson, allows him to spend the night in jail. He is put on probation. His parents want him to stop seeing Biggs and to pass his exams and go on to law school. Kastner is disgusted with school, and after an argument, leaves home. He is determined to make his own way and gets a job at a parking lot. There he learns to short-change customers, and news of his actions gets back to his probation officer. The world is a hard, cold place, Kastner learns. He considers going home, but can't accept the conditions laid down by his parents. He asks his father for money to enable him to leave town with Biggs and start again elsewhere, but Rae refuses. Biggs tells him she is pregnant, and he steals a car and some money from the parking lot. Biggs refuses to accompany him under such conditions, and he drives off alone headed for nowhere.

X-Ray: This is an earnest, low budget effort that has garnered some praise as an honest and uncompromising view of a teenager in rebellion against an adult world he can neither understand nor cope with. To many, the cause of the rebellion will remain a big mystery, but there is no doubt that the problem presented is a widespread and serious one. There is no sin in a low budget, but this film is also replete with amateurish performances and scenes that just don't ring true. Dialogue is obviously improvised to a great degree, and while the experiment is interesting and works well at times, many sequences do not come off. There are no names of significance, of course, but the troubled teenagers come off a good bit better than their adult counterparts. It will take plenty of hard selling to interest adult or teen audiences in this one, although the motives of all concerned with its making are worthy of praise. To be honest, a little more production polish would have been most welcome.

Ad Lines: "A Teenager At War With a World He Can't Understand . . . And The Adults Who Can't Understand Him"; "Youngsters In Rebellion . . . Could Their Love Save Their Lives?"

Willy McBean and His Magic Machine

Novelty
94M.

Magna
(Eastman Color)

Estimate: Entertaining puppet entry for the younger set.

Credits: Written, produced, and directed by Arthur Rankin, Jr., associate producers, Jules Bass and Larry Roemer; music and lyrics by Edward Thomas, Gene Forrell, and James Polack.

Story: As Willy McBean goes up to bed to do his homework, a small monkey pops into the room and explains that he has escaped from a mad professor, Von Rotten, with plans for a time machine with which the professor intends to return into history and change everything so that he will get the credit. Willy is scientific-minded and builds his own version of the machine. He and the monkey go back to foil Von Rotten. They visit the Wild West and Buffalo Bill, Christopher Columbus in Spain, King Arthur and the Knights of the Round Table, and other areas of history, including the cave men, where they introduce fire and save the professor's life. When the professor loses his time machine, they lend him theirs to go back. He promises to behave himself in the future. They next meet in Willy's classroom where the professor turns up as a guest lecturer.

X-Ray: Puppets that move make up the cast in this entry for the younger set, and the story provides enough variety and movement to keep these viewers interested in the on-screen proceedings. Color adds splash and dash, and the technical work is good. There's a villain, a pair of heroes, and all the trimmings, as well as one other oddity—all the figures have only four fingers, something no other film can boast.

Ad Lines: "For For All When You Follow The Adventures Of Willy McBean"; "Take The Time Machine Back Through History For Thrilling Entertainment."

FOREIGN

Crazy Paradise

Comedy
95M.

Sherpix
(Eastman Color)
(Danish-made)
(English titles)

Estimate: Generally amusing import for art set.

Cast: Dirch Passer, Hans W. Petersen, Ove Sprogoe, Ghita Norby, Paul Hagen, Bodil Steen, Karl Stegger, Lone Hertz, Lily Broberg, Judy Gringer, Kjeld Petersen. Directed by Gabriel Axel.

Story: The eggs laid by the chickens on the island of Trang off the mainland of Denmark have a quality which improves the relations of men with women and creates an unusual desire in the latter for fulfillment. Especially endowed with these powers is elderly Hans W. Petersen, whose love calls in the night set women aquiver and bring them on the run. His son, Dirch Passer, doesn't have his father's talents. Instead, his talents lie in politics, and he is fighting to have another party gain a foothold on the island with an eye towards becoming independent from Denmark. He is opposed by Karl Stegger. Passer is successful, declares the island's independence, and even sets up its own miniature army, currency, etc. Stegger tries to overthrow the new party by force, and the whole thing is uncovered when a reporter comes on the scene and flashes back the story. The government in Copenhagen dispatches foreign minister Bodil Steen to look into the matter, and she arrives by destroyer. Petersen uses his charms to overpower Steen, and she takes him back to Copenhagen. Passer agrees that his experiment was a mistake, after which he discovers that he too has almost magical powers after egg-imbibing. He turns away from politics and towards romance.

X-Ray: This import has its ups and downs, with some portions being funnier than others and with the end result proving generally amusing, though a bit on the overlong side. The acting, direction, and production are fairly efficient, and a few of the more amorous bits and pieces would seem to make this more suitable for adults in the main in the art area. The screenplay is by Bob Ramsing, based on the novel by Ole Juul.

Ad Lines: "Eggs Plus Beauties Equals Ribald Comedy"; "Spice, Satire, And Robust Comedy."

EXPLOITATION

SEPTEMBER 1, 1965 SECTION THREE
Vol. 74 No. 6

ACTUAL PROMOTIONS from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.

This special section is published every-second-week as a separately bound, saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each saveable section represents current submissions by theatremen and promotion plans from distributors that have originality and ticket selling force. Exhibitors are invited to submit campaigns on specific pictures or institutional ideas. Add EXPLOITATION to your permanent theatre library. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna.—19107.

Barbecue High Jinks At Premiere As "Hallelujah Trail" Hits Texas

Capri
SENDS YOU ROARING WITH LAUGHTER DOWN
THE HALLELUJAH TRAIL
THE HALLELUJAH TRAIL

In front of the Trans-Texas' Capri, Dallas, Texas, at the recent premiere of United Artists' "The Hallelujah Trail," a real western hoe-down was held by the South Texas Square Dance Association with music by the "Fire House Rhythm Kings."

United Artists' "The Hallelujah Trail" recently wound its way to Texas and had a gala premiere at Trans-Texas' Capri, Dallas.

All the activities were arranged by Maryon Hudgins, managing director; and Dick Empey, publicity and advertising director for Trans-Texas.

Included in the premiere festive activities was a delicious sidewalk barbecue in front of the theatre. Walter Jetton, "King of the barbecue," came over personally from Ft. Worth to attend to the serving of those outstanding ribs known around the entire United States. An authentic old western chuck wagon that has been down on the famous LBJ Texas Ranch was displayed in front of the theatre.

Mountain Dew, the new taste in soft drinks, was served to one and all. It's a new beverage that was introduced to Dallasites for the very first time from the famous Pepsi-Cola Company.

Directly in front of the theatre was a real western hoe-down by the North Texas Square Dance Association with music from a five piece western group "The Fire House Rythmn Kings."

Various disc jockeys from K-BOX Radio Station were at the theatre doing a live broadcast.

Giant kleg lights lighted the way to the front of the Capri which was red carpeted. Prior to opening, a rustic stage coach was acquired to make a tour of the city of Dallas and the larger shopping centers. During this tour Mountain Dew was served at all stops to everyone. Two K-BOX disc jockeys were sitting on top of the stage coach at all times, giving out comic maps of 'THE HALLELUJAH TRAIL' to the crowds. Announcements were used every 15 minutes from K-BOX Radio Station mentioning the progress of the stage coach and exactly what time it would be at the various shopping centers. Naturally the playdate and Capri Theatre were played up with mentions of Mountain Dew being served.

The street bally used utilized the efforts of a U. S. Calvalry Trooper and his captive Indian. Needless to say, it created a lot of attention. During the evening activities at the theatre arrangements were made for a screaming girl to run out of the theatre with an Indian behind her followed closely by the boy in Cavalry uniform. It startled the crowd but caused a lot of laughs afterwards. Three television stations were on hand to record the events. Beautiful mentions recorded on film on their news programs the same night at 10:00 p.m. and on their noon, 6:00 p.m. and 10:00 o'clock newscasts, were received.

Approximately $6,000 in newspaper publicity was obtained involving black and white and color art breaks, on this road show attraction.

Real Class. Model June Armstrong promenaded with two Russian Wolfhounds in the downtown area of Cincinnati, Ohio, to plug the opening of Paramount's "Harlow." She was accompanied by a baggage boy who carried luggage marked with film title, playdates, etc.

Pre-Production Campaign

George Axelrod's "Lord Love A Duck" is being given a most unusual and extensive pre-production "attention-getting" campaign, even though the new comedy for United Artists release will not go before the cameras in Hollywood until next month.

In order to stimulate interest in the film, even before the start of actual production, a wide teaser campaign is already under way that will reach not only the motion picture industry but the entire U. S. public as well via newspapers, radio and the film and advertising industry trades.

In New York and nationally the "Lord Love A Duck" teaser campaign will be conducted via radio stations WQXR, WCBS, WPAT, WABC-FM and WTFM, as well as The New York Times, Time Magazine, The Saturday Review, The Wall Street Journal, The National Observer and The Village Voice in addition to New York-based film and advertising trade publications.

In Los Angeles the campaign will include The Los Angeles Times and selected radio stations as well as the trades based on the West Coast.

Putting the national campaign on a personal level, producer-director Axelrod will send individual letters to members of the national press corps whom he met on his successful cross-country tour on behalf of his "How To Murder Your Wife" earlier this year. Also, he will tape a special message for those radio people with whom he met during that same tour.

Additionally, Axelrod is trying to clear his schedule to make a special trip to New York, just prior to the start of shooting on "Lord Love A Duck," in order to make personal appearances and participate in newspaper and magazine interviews in order to call as much interest as possible in the start-of-production on this unusual comedy as an upcoming film to be reckoned with.

For the radio and print media teaser campaign the copy will read simply: "George Axelrod's LORD LOVE A DUCK—An Act of Pure Aggression."

RKO's Gift Certificates

To help launch the New York premiere of Jerry Lewis' "The Family Jewels," RKO Theatres gave away $1,000 in Lerner Shop gift certificates on opening day of the film.

All patrons had to do was visit any Lerner Shop in the New York metropolitan area and pick up a free numbered key card. They then brought the key card to any RKO Theatre. If the number on the card matched the number posted on the treasure chest in the lobby, the patron received a $10 gift certificate redeemable at Lerner Shops.

Durwood Circuit Group Sales Dept. Does Big Job On Hard-Ticket Shows

KANSAS CITY—Despite the challenge of the summer hiatus when schools, churches, and other cohesive organizations are running lightly, if at all, the group sales department is a 52-week per year operation of Durwood Theatres in Kansas City. Now operating three de luxe downtown theatres as major showcases with reserved seat policies, the group sales department is a MUST in capital letters, according to Stanley H. Durwood, president of the circuit.

Opening July 14 in the very middle of the summer organization let-up, "The Sound of Music" showed a group sales advance approaching $16,000 before the theatre doors ever opened. This compares favorably with "My Fair Lady" and "Ben-Hur" advances for engagements at the Capri Theatre, of which "My Fair Lady" was a Christmas holiday opener.

Extra interest in "Sound of Music" was generated by the reopening of the handsome Midland Theatre, which has been extensively restored by Durwood for de luxe operation. The reopening reactivated a major theatre in a key downtown location and quickened the hearts of citizenry and officialdom alike at the prospect of this great theatre once again being a Kansas City landmark.

The importance of selling theatre tickets in advance in large blocks to interested groups has a prime example in the case of "The Greatest Story Ever Told," which just completed a 19-week engagement at the Empire Theatre. Group sales alone accounted for over 30 per cent of grosses for the first seven weeks of the run, it is pointed out by M. Robert Goodfriend, general manager, under whose direction the department functions.

During the recent run of United Artists' "The Greatest Story Ever Told" at Durwood's Empire, Kansas City, the group sales department arranged youth matinees for six consecutive Saturday mornings, each being a virtual sell-out in advance.

Goodfriend also believes that group sales figured largely in the successful year-long run of "It's a Mad, Mad, Mad, Mad World" at the Empire, as well as in the case of such long-run Capri hits as "Spartacus," "South Pacific," "King of Kings," and "Fall of the Roman Empire," as well as many more.

The department of group sales has been a full-time operation within the general office for nearly two years now with Mrs. Lea Morgan as director and Thomas Weller as assistant. Mrs. Morgan is ably fitted for the post with previous experience in advertising with Universal Pictures and 20th Century-Fox Films and in promotion with KCMO Broadcasting here.

The department always has at least five persons available for work on group sales and the many details of handling orders, checking out tickets and receipts, etc. More people are added to the staff when working on more than one major release, as has been the case for many months.

Each campaign kicks off with a series of mailings. These go to selected names of leaders of such organizations as church groups, 4-H, members of the clergy, Boy Scouts, Girl Scouts, Job's Daughters, Order of Rainbow, Order of DeMolay, personnel managers, teachers, and scores of others.

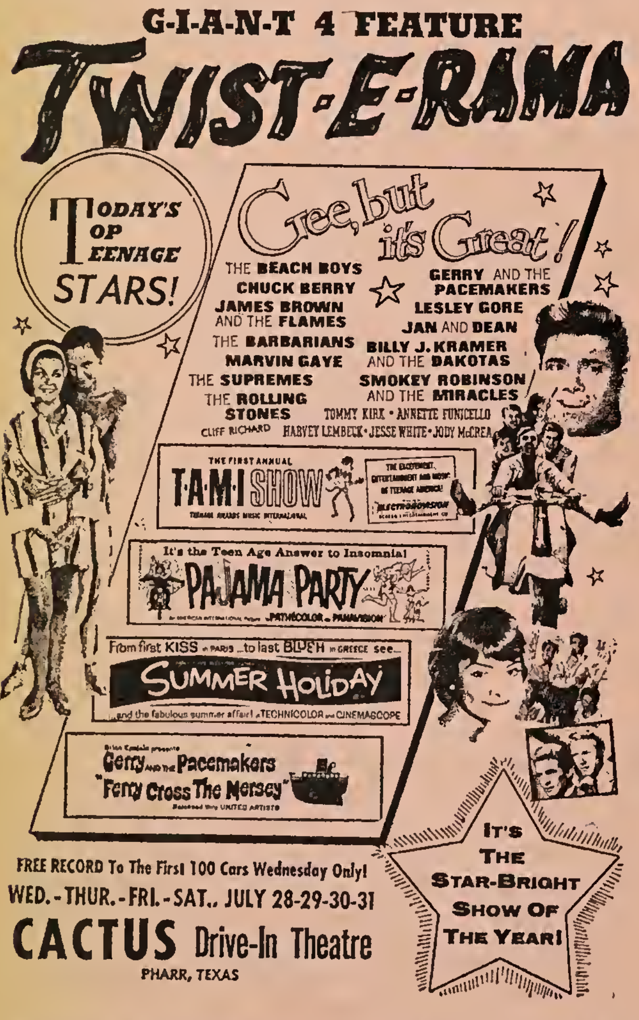
The first mailing usually is informational only, announcing when and where the coming attraction will begin playing. This mailing purposely does not ask for the order.

The second letter follows soon after and gives additional information, along with an order blank. Queries which result from these mailings are the first to be followed up by Mrs. Morgan and her staff by telephone.

In the telephone contacts, the Durwood representative gives whatever additional information is necessary, discusses the details of the size of the group, prices, discounts if any, sets the date and arranges to deliver the tickets and obtain payment in advance. Eventually, every leader and group to which a mailing has been made is contacted, whether or not a query has resulted.

A discount plan for groups of 25 or more is in effect Sunday through Thursday evening, with $2.25 seats at $1.80. Groups attending on weekends pay regular prices. A number of group sales can be arranged with organizations seeking a fund-raising project. Such a group obtains the $2.25 seats at $1.80 and sells them to members and friends at $2.25. The Durwood office cooperates by furnishing posters for meeting rooms, flyers for enclosures

(Continued from page EX-703)



G-I-A-N-T 4 FEATURE

TWIST-E-RAMA

TODAY'S TOP TEENAGE STARS!

"Gee, but it's Great!"

THE BEACH BOYS
CHUCK BERRY
JAMES BROWN AND THE FLAMES
THE BARBARIANS
MARVIN GAYE
THE SUPREMES
THE ROLLING STONES
CLIFF RICHARD
GERRY AND THE PACEMAKERS
LESLEY GORE
JAN AND DEAN
BILLY J. KRAMER AND THE DAKOTAS
SMOKEY ROBINSON AND THE MIRACLES
TOMMY KIRK • ANNETTE FUNICELLO
HARVEY LEMBECK • JESSE WHITE • JODY McCREA

THE FIRST ANNUAL T·A·M·I SHOW

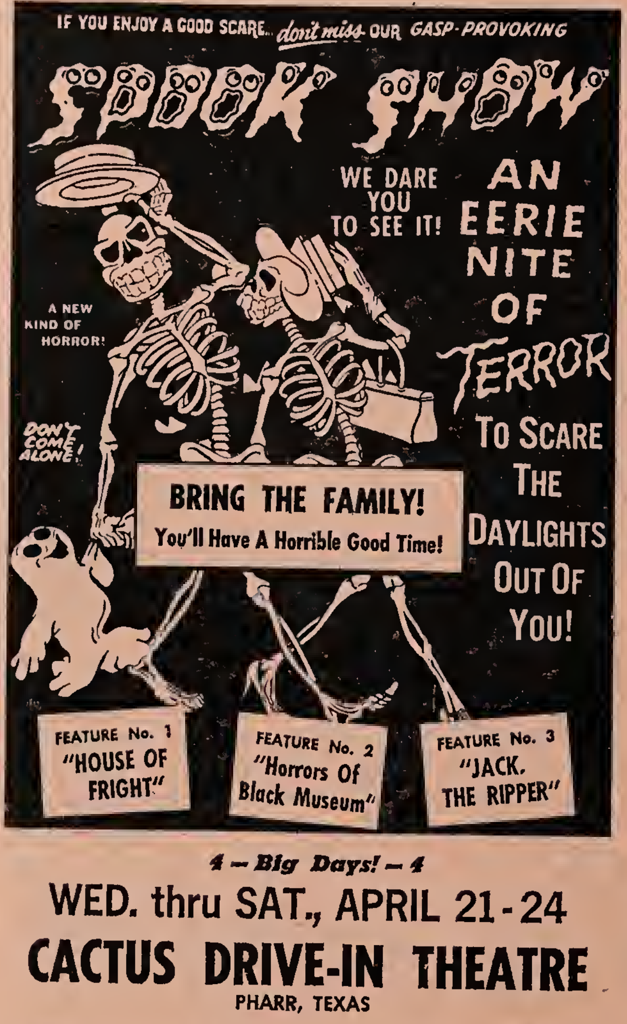
It's the Teen Age Answer to Insomnia! PAJAMA PARTY

From first KISS in PARIS ...to last BLUSH in GREECE see... SUMMER HOLIDAY ...and the fabulous summer affair! in TECHNICOLOR and CINEMASCOPE

Gerry and the Pacemakers "Ferry Cross The Mersey"

IT'S THE STAR-BRIGHT SHOW OF THE YEAR!

FREE RECORD To The First 100 Cars Wednesday Only!
WED.-THUR.-FRI.-SAT., JULY 28-29-30-31
CACTUS Drive-In Theatre
PHARR, TEXAS



IF YOU ENJOY A GOOD SCARE... don't miss OUR GASP-PROVOKING

SPOOK SHOW

WE DARE YOU TO SEE IT!

AN EERIE NITE OF TERROR TO SCARE THE DAYLIGHTS OUT OF YOU!

A NEW KIND OF HORROR!

DON'T COME ALONE!

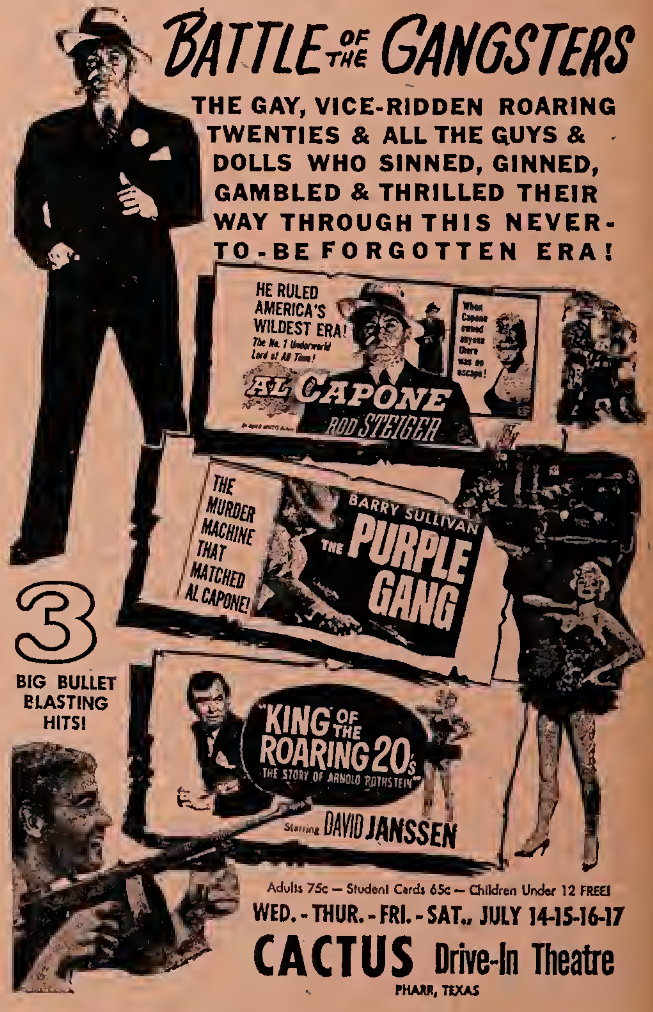
BRING THE FAMILY!
You'll Have A Horrible Good Time!

FEATURE No. 1 "HOUSE OF FRIGHT"

FEATURE No. 2 "Horrors Of Black Museum"

FEATURE No. 3 "JACK. THE RIPPER"

4 — Big Days! — 4
WED. thru SAT., APRIL 21-24
CACTUS DRIVE-IN THEATRE
PHARR, TEXAS



BATTLE OF THE GANGSTERS

THE GAY, VICE-RIDDEN ROARING TWENTIES & ALL THE GUYS & DOLLS WHO SINNED, GINNED, GAMBLED & THRILLED THEIR WAY THROUGH THIS NEVER-TO-BE FORGOTTEN ERA!

HE RULED AMERICA'S WILDEST ERA! The No. 1 Underworld Lord of All Time!

When Capone owned anyone there was no escape!

AL CAPONE
ROD STEIGER

THE MURDER MACHINE THAT MATCHED AL CAPONE!
BARRY SULLIVAN
THE PURPLE GANG

3 BIG BULLET BLASTING HITS!

"KING OF THE ROARING 20's" THE STORY OF ARNOLD ROTHSTEIN
Starring DAVID JANSSEN

Adults 75c — Student Cards 65c — Children Under 12 FREE!
WED.-THUR.-FRI.-SAT., JULY 14-15-16-17
CACTUS Drive-In Theatre
PHARR, TEXAS

Bill Samuel, manager, Cactus Drive-In, Pharr, Texas, has been having great results with the circus heralds he has been issuing on the combination shows illustrated above. Others not shown were a "Piston-Popper Parade"—a Hot Rod Riot Thrill Show of Five Big Super-Charged Racing Pictures!"; "Sandra Dee Nights"—Three Giant Hits Featuring The Number One Teenage Movie Star—Favorite Of Millions"; "Swingers' Show" comprised of "Surf Party," "The Lively Set" and "The Young Swingers"; and "Laff-A-Rama" consisting of three rib-ticklin' shows to leave you limp with laughter. Got an old pickle puss at home?—Bring him to see our all fun—all laugh festival." The copy is catchy; the lay-outs attention getting; and it may be possible to duplicate or work out your own combination shows if the cost is not prohibitive and you have a cooperative printer.

For the New York engagement of Paramount's "Harlow" the Joseph E. Levine production was highlighted in fashion tie-ins all over town. This window display is one of 14 featured in Alexander's stores in the Bronx and Queens.

DURWOOD CIRCUIT

(*Continued from page* EX-702)

in mailings, and by sending a staff member to make a presentation to the group. This is most successful with organizations having 100 or more members, Mrs. Morgan reports. In any case, only middle priced seats are discounted.

On nearly every major production, either a promotional short subject or a slide film is available. Any member of Mrs. Morgan's department and others of the general office staff are prepared to make these presentations, and often can obtain the order on the spot.

Right now, Durwood Theatres is in the process of forming an out-of-town group sales network within a 100 mile radius of Kansas City. A local townsperson in each community will operate on an agency commission basis, probably from his or her home, and will work with groups and also with public carriers in setting up transportation. In addition to regular theatre parties, special events such as "Night Out in Kansas City" will be planned in which transportation, dinner, and theatre tickets all will be included with possible night club or other entertainment options.

This group sales network will be kept up to date with cross reference bulletins, will be called to Kansas City for previews, sales meetings, dinners and other circuit events. It is a natural expansion of the group sales department and means revenue not otherwise tapped, Goodfriend said.

National Shoes Tie-Up

National Shoes, which has approximately 200 stores in the Greater New York area, launched an extensive promotional tie-up with Universal Pictures Company in connection with the opening of "The Truth About Spring."

National started a radio spot campaign offering a free guest ticket to the showing of "The Truth About Spring" which will be honored Monday through Thursday when accompanied by a paying admission. A quarter of a million such tickets are to be distributed to purchasers of National Shoes.

In addition to the radio spots, National will highlight the promotion in window and in store displays.

British Showmanship

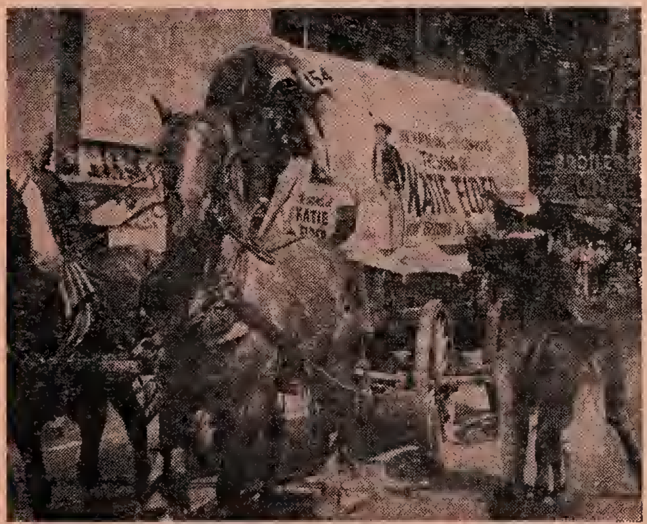
By Jock MacGregor

Disney films invariably bring out the best in showmen. Harry Murray, Gaumont, Sheffield, really went to town with "Mary Poppins." In connection with 'The Star' he promoted a search for the local "Mary Poppins" and arranged for Atkinsons Store to exploit the theme throughout the store and in their newspaper advertising. Thirteen displays in all were mounted, a fashion show was staged and the store restaurant band orchestra featured the score. Records were also played over the public address. A 'Mary Poppins' appeared periodically and presented customers with Mary Poppins rose plants and an 8mm trailer was projected. A number of other stores cooperated with window displays and a girl dressed as a chimney sweep walked around the city distirbuting leaflets. Playing the Disney unit program "Legend of Young Dick Turpin"—"Those Calloways" C. F. Bower, Gaumont State, Kilburn, London, got full value from both pictures. A Wildlife exhibition was mounted in the circle foyer and officially opened by the Mayor. An excellent press resulted. For the latter he had a highwayman and period wench tour the district distributting over-printed balloons and handouts. Further press breaks resulted from his inviting the 28 inmates of a children's reception centre to a meal in the theatre restaurant and to see the pictures. For the same program at the Odeon, Camberwell, on the other side of London, L. J. Kershaw had a mounted highwayman ride around the district with suitable credits on his back. Since Turpin is best known for his legendary ride from London to York, Kershaw also contacted Manager G. H. Shepheard, of the Odeon, York, and arranged for two cyclists teams from local cycling clubs to race the 208 miles between the theatres. The York team won and good publicity press coverages were received at each end. And the 28 year old "Snow White" is still getting the full treatment. D. J. Watts, Odeon, Swindon, got police permission for children from a dancing club to tour the town as the celebrated characters giving out balloons and throwaways and got a front page color picture in the Swindon Echo. At the Gillingham Odeon, E. W. Brookes used his mini-car as a mobile float and drove some 154 miles through the busiest thorofares to housing estates. He claims that more people than ever were aware of the program and that despite previous district runs business was very good.

To spotlight the opening of Nottingham's Odeon 1 and Odeon 2 under the same roof, Rank Theatre Division publicists, headed by John Behr, mounted an exhibition in Pearson's Department Store on 70 years of entertainment in the town. The centre piece was a large scale model of the Odeon Twins supported by photos of the electronic equipment. Many items were loaned by the Nottingham Historic Film Unit, an amateur group, from their collection of vintage cinema equipment and local films.

Rank-Universal's "The Ipcress File" has caught the imagination of theatremen. T. Phillips, Odeon, Luton, promoted a highly original composite page headed "FILE (for reference)—Not Top Secret" and consisting of seven two inches across the page advertisements each starting with a heavy block capital of a letter in the title. It is eye catching and most effective. W. J. Reid, Odeon, Weston-super-Mare, took full advantage of a personal appearance of Sue Lloyd and got good press coverages spread over 14 days prior to opening. This actress also visited the Wimbledon Odeon where F. C. Murray had the dream kitchen featured in the film mounted in a store window and persuaded her to be photographed in it by the press. Arthur Williams, Odeon, Ealing, got a man with a false beard to tour the district carrying an outside file with suitable slogan and two usherettes each carrying a corner of a giant "Ipcress File" book.

C. F. Bower, State, Kilburn, London, playing "The Intelligence Men" had a still printed as a throwaway and invited patrons of the theatre and the ballroom to provide comic captions with a tape recorder as prize. He also borrowed two costumes used in the film and persuaded a leggy beauty queen to wear a revealing one for a stunt in the ballroom and a street stunt on the Saturday afternoon prior to opening.



The wagon train carrying Paramount's "The Sons Of Katie Elder" was held up on Main Street, Salt Lake City. The bad guys were radio station KALL disc jockeys. The robbery was staged by the Uptown and Oak Hills Drive-In as part of the 'Famous Days of '47' parade.

MGM Records Enters Folk Field

MGM Records has entered the folk field, with the formation of a new label, VERVE/FOLKWAYS.

FOLKWAYS Records and MGM have formulated an agreement whereby VERVE/FOLKWAYS will distribute a select number of albums presently in the FOLKWAYS catalogue and future folk-oriented FOLKWAYS masters, to which MGM has first refusal rights. The new line will also include suitable selections from the MGM and VERVE catalogues. It is anticipated that new artists and material wil be added to the VERVE/FOLKWAYS label, and it is generally intended that activities encompass the broadest possible scope in folk and allied fields. The general release patterns of the new label will retain the established FOLKWAYS image.

THE EXHIBITOR'S EXPLOITATION EFFORTS

MIKE EATON, manager, Texas, Austin, Texas, knowing that some extra attention had to be drawn to Seven Arts' "Taxi For Tobruk" since the town had recently been flooded with other war movies, purchased some old army uniforms and helmets from a local army surplus store; and acquired a jeep at no cost from an automobile dealer. Then he was set up to run a free "taxi" service between the downtown business area and the main drag running alongside the University of Texas. The "taxi" business was brisk; and he inexpensively succeeded in creating the desired attention even getting both newspaper and television coverage for the stunt.

GARY NIXON, assistant manager, Fox, Victoria, B.C., Canada, capitalized on the "Made in Canada" angle in pushing Cinema V's "Nobody Waved Goodbye" to a house record of $5,700 for 20 days. He recommends that all Canadian exhibitors do the same because of all the free help one can get from the National Film Board there, and because so few films are made in Canada. However, he says, it is also a film of potential for U.S. exhibitors, including the ones in smaller communities. Because it deals intelligently with the problem of rebelliousness of youth exhibitors can receive, as he did, a great deal of cooperation from church groups, colleges, and high schools where the film can be used as a discussion piece. It received a very favorable review in the Sunday Visitor. We allowed all ministers in by invitation the first night and gave students at summer school a two for one deal the last two nights, a device which brought up business on nights we otherwise would have taken a loss. Displays were obtained at department stores, and he also managed to get free plugs from radio and tv with some 16mm footage used on a housewives' program to good effect. Book-marks were also issued through the library system; and newspaper publicity accorded the film were most generous.

TAXI ToBRUK
TEXAS

This "Taxi For Tobruk" recently proved an inexpensive street bally for Mike Eaton, Texas, Austin, Texas, during his engagement of the Seven Arts release.

JAMES J. HAYES, manager, John Martina's Cinema, Buffalo, N. Y., and EMIL NOSH, manager, Dipson Theatres' Amherst, Buffalo, N. Y., recently cooperated in a well rounded advertising campaign which resulted in a record breaking engagement on United Artists' "What's New Pussycat?" at the downtown Cinema and the suburban Amherst. A teaser newspaper campaign was used in both daily newspapers a week in advance of the opening. Extra pictures and stories were also carried. The teaser trailer was used at both theatres for a month in advance. A sneak preview of the film was held on the Friday before opening and leading personalities of the press, radio and tv attended. In addition to an extra large display ad campaign in both daily newspapers, a schedule of one minute spots were used on WKBW-TV Channel Seven. An extra on television was the giving away of passes on the popular local morning program "Dialing for Dollars," a live audience was on hand each morning. On radio, WKBW, WEBR, WYSL and WGR were used with a large schedule of spots, with the disc jockeys from each station invited to the theatres to see the film and then go back to their stations and talk about the film on their programs. We gave them each a few extra passes to give out as they liked. Many students are attending the University of Buffalo, so a extra large display ad was taken in their weekly newspaper.

Radio station WHB and the Paramount Theatre, Kansas City, recently feted teenage winners of a "Having A Wild Weekend" contest at a special screening of Warners feature staring the Dave Clark Five. The teenagers also enjoyed a "popcron 'n' Coke party, and each received a copy of the new Epic album from the film's sound track

Filmack New Stock Trailers

Bernie Mack, President, Filmack Trailer Company, announced the Chicago firm has now gone into production of a new series of live-action, stock, narrated trailers on timely subjects, in damand by exhibitors.

Three new Trailers, the first in the planned series to be made available to exhibitors are:

A "SILENCE TRAILER" for unruly small-fry and teenagers

A Trailer designed to interest local merchants in screen advertising

A "GOODNIGHT" Trailer

According to Mack, the new Trailer series is unique, due to the fact that the trailers will be produced with live-action, sync sound, showing an Announcer on the screen, actually speaking. The entire series, which will include many subjects currently requested by distributors, will be available in full color and black and white.

For Theatre-

Tested and Approved

THEATRE

FORMS

AND

SYSTEMS

write to

Exhibitor

Book Shop!

Actual sample sheets
of all "Plus Services"
will be sent on written
request

CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum words. No cuts or borders. 4 **consecutive** insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (See "A-Man" CORNER on this page for Help and Situations Wanted advertising.)

BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO $3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

EQUIPMENT WANTED

TOP PRICES PAID for soundheads, lamphouses, rectifiers, projectors, lenses and portable projectors. What have you? STAR CINEMA SUPPLY, 621 West 55th St., New York 10019.

FORMS AND SYSTEMS

For the Best in THEATRE-TESTED and APPROVED FORMS and SYSTEMS . . . EXHIBITOR BOOK SHOP, 317 N. Broad St., Philadelphia, Pa. 19107.

NEW EQUIPMENT

MARVELOUS MASONITE MARQUEE LETTERS, interchangeable all makes. 4"-50c, 6"-65c, 8"-75c, 10"-90c, 12"-$1.05, 16"-$1.75, 17"-$2.00, 24"-$3.00. Non-sliding spring 10c additional. 10% discount 100 letters assorted or over $60.00 list. Free sample! S.O.S., 387 Park Ave., South, New York 10016.

BANISH TATTLETALE GRAY! Replace old screens with New Mattewhite, only 57c sq. ft.; Mattewhite Lenticular or Pearlglo, 89c sq. ft. S.OS., 387 Park Ave., South, New York 10016.

PROGRAMS

LET US SELL your coming pictures with our new Imperial Program or our Jet Folder. We have other printed products so low priced you will be amazed. Send your title and dates to "FEPCO" FILM EXHIBITORS PRINTING COMPANY, Box 795, Omaha, Nebraska.

SPEAKER CONES

DRIVE-IN SPEAKERS RECONED 90¢ EACH. All weather resistant material. Write for free sample. C & M RECONE COMPANY, 11 Witherspoon Street, Princeton, New Jersey.

THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY, INC., 100 Taylor Street, Nashville 8, Tennessee.

SPECIALISTS IN REBUILDING CHAIRS. Best workmanship, reasonable prices. Have men, will travel. Rebuilt theatre chairs for sale. NEVA BURN PRODUCTS CORP., 262 South St., N. Y. C.

THEATRES FOR SALE OR LEASE

THEATRE FOR RENT in Trenton, N. J., two blocks from the center of town. Air conditioned, thermostatic heat, complete with cinemascope lenses. Capacity 400. Theatre ready to open. Booth equipped and ready to go. If interested, please call or write: MR. AARON COOPER, c/o Star Theatre, 1205 N. 3rd St., Harrisburg, Pa. Phone: 717-232-6011.

VICINITY Front and Lehigh Avenues, Philadelphia. Ready to open. Seats 700. Air Conditioned, fully equipped. Write TOM JOYCE, 100 West Lehigh Ave., Philadelphia, Pa. 19133. Telephone 215-GA 5-3800.

THEATRES FOR SALE

300-CAR DRIVE-IN THEATRE complete. East Central Indiana, $17,500 full price, $5,000 will handle. TOM MATTOX, Realtor, 123 E. First St., Rushville, Indiana. Phone 932-2444.

SEQUOYAH AND SOONER Drive-In Theatres in fast growing Sallisaw, Okla. Bargain Terms. EARL PHILLIPS, Sallisaw.

WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you* are looking for a job . . . or IF you* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in theree consecutive issues and then dropped. If success does not crown an original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it. And it is completely FREE!

***A (WO) MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.**

VERSATILE and highly imaginative communications media graduate seeks a challenging career that rewards innovtion with advancement. Wide public contact experience. Veteran, will relocate. Good references. BOX D91, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

PROJECTIONIST & MANAGER position desired in New England states. Free to leave immediately. Fully experienced in all phases of your theatre. No loafer, young, sober and dependable. BOX A91, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

FATHER-SON TEAM, father highly qualified showman-strong promotion, maintenance, seeking independent or small circuit position, could supervise theatres operation with advertising, promotion, or handle management. Son, A-1 projectionist. Will relocate for worthwhile situation. BOX A825, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

AUDIENCES ARE IMPORTANT! Are they important to you? Ambitious college graduate seeking chain position advertising, public relations, other management field. Unusual showmanship abilities. Experienced all advertising fields. BOX E91, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

GENERAL MANAGER, Buyr, booker, promotion manager (one person) for small art house circuit, Southern California. BOX B91, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

JOB WANTED as assistant manager. Prefer first run hard top, family or art type theatre. Good worker, anxious to please. BOX C91, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

MANAGER, suburban Philadelphia, Pa., first run class house. State salary requirements. BOX A818, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

Address all Correspondence to— ***The A—MAN Corner*** **Motion Picture Exhibitor**
317 N. Broad St., Phila., Pa. 19107

HANDY SUBSCRIPTION BLANK

Yes, start sending
MOTION PICTURE
EXHIBITOR
plus
Showmen's Trade Review

TO:

Name ....

Title ....

Address ....

....

....

....

◆ ◆ ◆

☐ Enclosed

☐ $2.00 for one year

☐ $3.50 for two years

☐ $5.00 for three years

(Outside Western Hemisphere)

☐ $5.00 one year

☐ $8.00 two years

☐ $11.00 three years

CLIP and MAIL TODAY TO
317 N. Broad St., Phila., Pa. 19107

Sex and STEALING!

...book the best of both!

MELINA MERCOURI in

Written and Directed by **JULES DASSIN**

NEVER ON SUNDAY

Redistributed by LOPERT PICTURES CORP.

THIS IS WHERE THE ACADEMY AWARD SONG "NEVER ON SUNDAY" STARTED!

FILMWAYS presents

MELINA MERCOURI PETER USTINOV (OSCAR*) MAXIMILIAN SCHELL in

Topkapi

(where the jewels ~~are~~ were!)

CO-STARRING

ROBERT MORLEY AKIM TAMIROFF

SCREEN PLAY BY MONJA DANISCHEWSKY

BASED UPON "THE LIGHT OF DAY" BY ERIC AMBLER

MUSIC BY MANOS HADJIDAKIS

PRODUCED AND DIRECTED BY JULES DASSIN

COLOR

RE-RELEASED THRU UNITED ARTISTS

* BEST SUPPORTING ACTOR

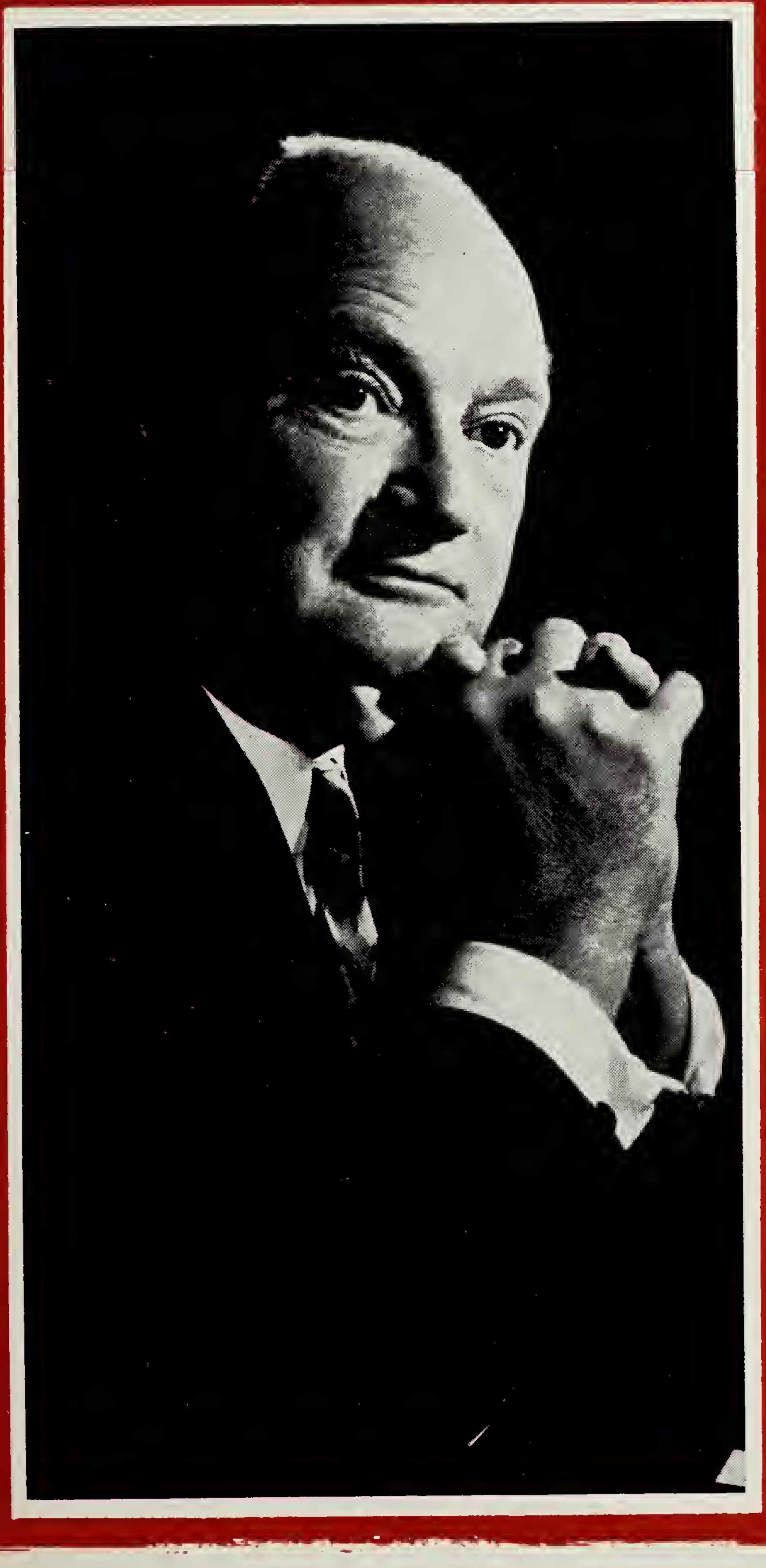
IT'S A DYNAMITE-LADEN PACKAGE BACKED WITH AN ALL NEW CAMPAIGN! NEW ADS! NEW RADIO AND TV SPOT NEW POSTERS AND LOBBIES! NEW TRAILERS! ***BOOK IT NOW***

MOTION PICTURE

EXHIBITOR

SEPTEMBER 15, 1965 Volume 74 Number 7

IN TWO SECTIONS • THIS IS SECTION ONE



Allied, TOA Agree To Merge January 1

(See page 5)

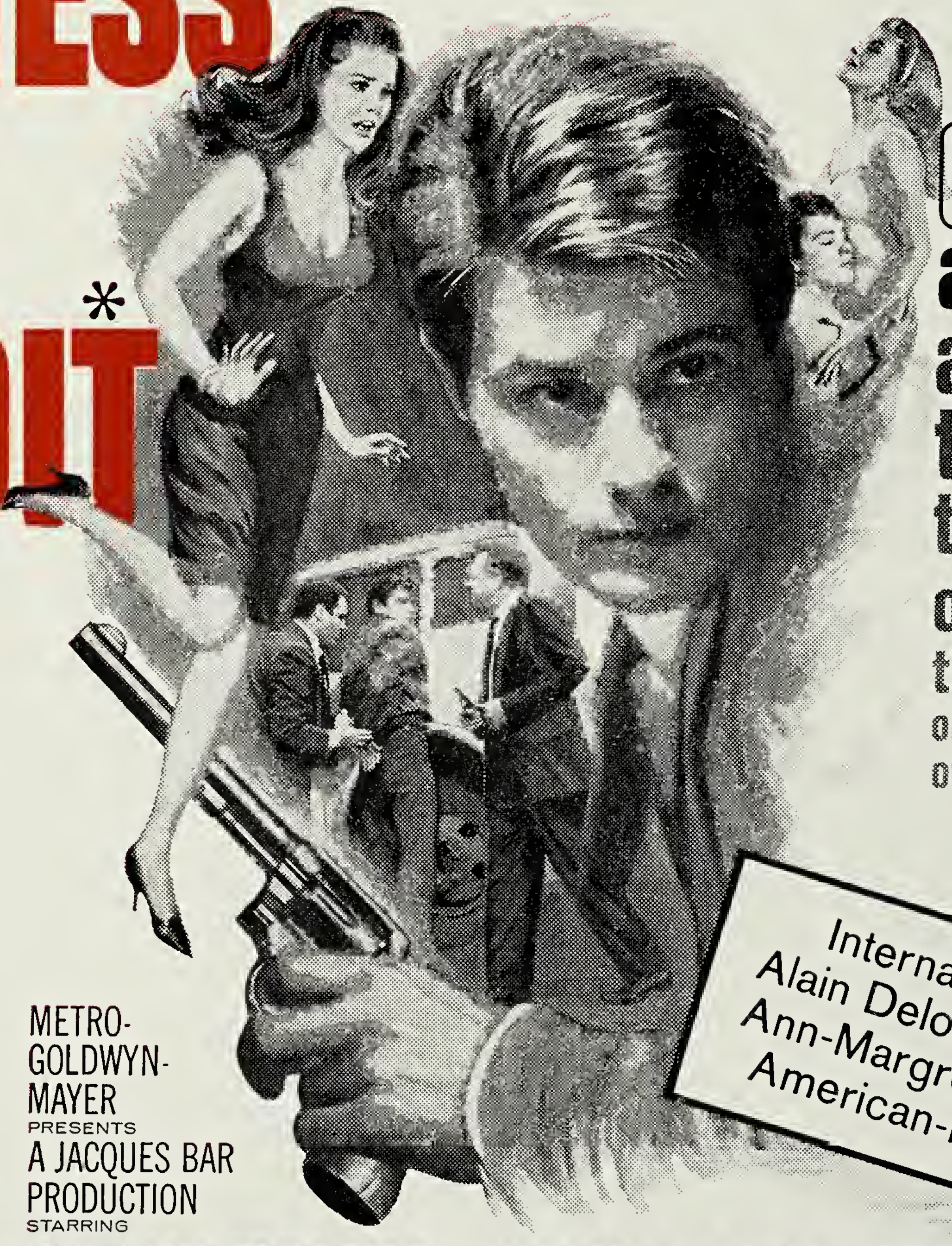
Physical Theatre— Extra Profits Dept.

John Davis, chairman and chief executive officer of the Rank Organisation, recently announced a sizeable increase in profits for the past year and commented on industry conditions the world over. See editorial page.

A LOOK AT THE ENGLISH WAY . . . *see editorial—page 3*

"Once a Thief"...

STEALS THE BOX-OFFICE BUSINESS IN DETROIT* !!!

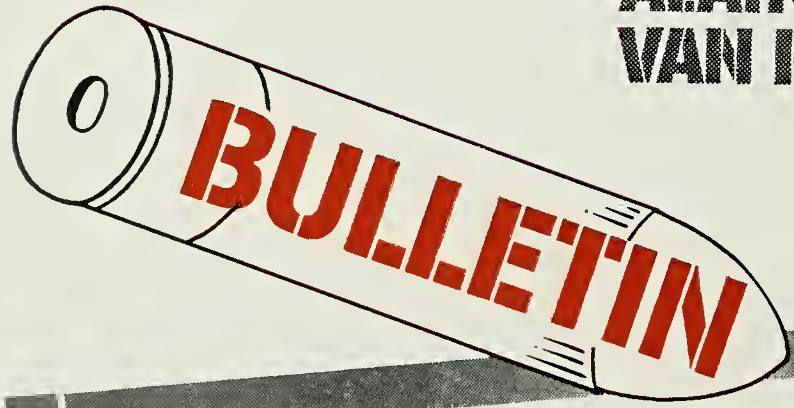


Once a thief... always a target... the cops on one side... the killers on the other!!!

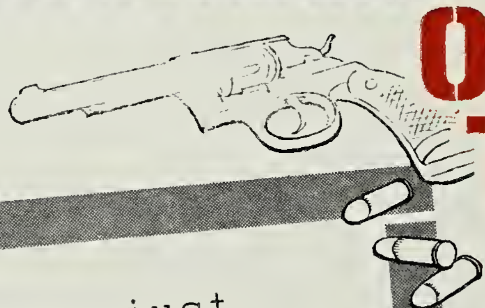
International Star Alain Delon teams with Ann-Margret in his first American-made film!

METRO-GOLDWYN-MAYER
PRESENTS
A JACQUES BAR PRODUCTION
STARRING

ALAIN DELON / ANN-MARGRET
VAN HEFLIN / JACK PALANCE



*As we go to press - ONCE A THIEF has just completed the first week of its engagement in Detroit, and the astounding boxoffice figures have out-grossed "CAT ON A HOT TIN ROOF", "BUTTERFIELD 8", "THE PRIZE", "THE NIGHT OF THE IGUANA" and "THE V.I.P.'S"!!!



Once a Thief

Screen Play by ZEKIAL MARKO
Directed by RALPH NELSON
Produced by CIPRA
in Association with
RALPH NELSON
and FRED ENGEL
In PANAVISION®

The Trade Paper Read by Choice–Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019, West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.: Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecoff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: $2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, $5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WAlnut 2-1860.

Member Audit Bureau of Circulations

MOTION PICTURE
EXHIBITOR
Plus
SHOWMEN'S TRADE REVIEW

Volume 74 • No. 7 September 15, 1965 OUR 47th YEAR

A LOOK AT THE ENGLISH WAY

We live in an ever-shrinking world, and it is not too surprising that the motion picture industry today is truly international in scope. Producers make films geared to a world market, and stars are internationally popular. All this is as it should be.

The motion picture industry, like so many others, can learn much from our neighbors in other lands. This was brought home to us quite sharply during a recent visit to London. We were privileged to attend a Rank Organisation conference and to hear the address of Mr. John Davis, chairman and chief executive.

This astute and capable executive has led the far-flung Rank business empire to a level of accomplishment that could serve as a model for any business enterprise. The firm recently reported a net profit, after taxes, for the year of $14,025,200, compared to $12,899,600 in the previous year. It is true that these are eye-popping figures, but that really isn't what impressed us the most about Davis.

Here is a motion picture executive whose love and enthusiasm for film-making is refreshing to behold. His energy and lively interest in every facet of his industry must be a model for every Rank employee.

The conference was held at Pinewood Studios, and the stages were bursting with film-making activity. Davis said, "*We make films here—we don't just talk about them.*" The activity throughout the studio was proof that his remark was factual.

He concentrated his attention on a new film, "THE HEROES OF TELEMARK," co-produced by Rank and an American company, and the story of how this film grew from an idea to a reality through the sweat and devotion of such film-men as producer Ben Fisz and director Anthony Mann was a fascinating one. However, Davis had much to say of more general interest.

While he was talking about the situation in England, these quotes from his address are just as applicable to his American counterparts. For that reason, we are sharing some of them with you:

"*Hundreds of thousands of words have been spoken about the film industry in the past few months. If we could talk our way to success, the film industry would have nothing more to worry about. Unfortunately, I know of no case in history where anyone has gone to the cinema as a result of hearing a speech.*

"*For me, the sad thing about most film conferences is that so few of them lead to the making of a foot of film or the sale of a cinema ticket. They are concerned with films in general, not films in particular, with the result that the cinemas themselves do not benefit in the only way that counts—by the birth of a new entertainment film.*"

Doesn't that sound like a valid comment on many of the conferences that bury this industry in a sea of words without leading to action?

Davis is realistic about the problems that face the film industry. After all, competition is as keen in England for the entertainment dollar as it is in this country. He has an abiding faith in the future of theatrical films, however, and is willing to back that faith up by investing heavily in theatres and in production. Rank is expanding studio facilities, and a dozen feature films, fully or jointly financed by Rank, are ready for Pinewood production. In addition, Rank finances independent producers through an agreement with England's National Film Finance Corporation. Davis continues:

"*It is no good making first-class films if you have only third-class theatres in which to show them. The public expects higher standards of comfort, service, and technical excellence than ever in the past. . .*

"*The cost to us as a company is about 3,000,000 Pounds a year in rebuilding, modernising, and re-equipping our theatres all over the country. Our stake in the film industry is huge. No one has more to lose than ourselves; no one has more to gain from its success. The fact that we are adding year by year to this investment is the clearest possible evidence of our faith in the cinema's future.*"

Davis then discussed Rank's merchandising and promotion activities, and it was evident that "TELEMARK" would be launched with all the power that a full-scale marketing campaign could generate. This effort will culminate in a Royal charity premiere at the Odeon, Leicester Square, on Nov. 23, sponsored jointly by Variety Club of Britain and the Rank Organisation.

We were quite favorably impressed by the manner in which our English cousins conduct their film industry. Many things are quite noticeable. There are two large circuits, Rank (about 325 theatres) and ABC (close to 250 theatres), and they manage to live together in a manner that combines competition and cooperation.

The Rank group plays Rank, UA, Columbia, Fox, and Disney, while ABC shows Warners, Paramount, American International, and Anglo Amalgamated. Pictures are bought on a confidential sliding scale as a rule, with a maximum of 50 per cent. Some top pictures can earn over the scale up to 70 per cent.

Independent theatres not in opposition to either circuit can run day and date, and independent theatres will not try to buy away from either circuit. (Imagine that in America.)

There is no Legion of Decency, but England seems to have a classification system that really works, with films designated as okay for general patronage or off limits to children.

Audiences generally are quite well mannered. This is evident in the way they line up to purchase concession items, sold by young ladies standing at the head of each aisle. Assistants watch sales carefully and constantly replenish the stock.

Another surprise was the popularity of reissues. While we were there, the combination of "ALL QUIET ON THE WESTERN FRONT" and "TO HELL AND BACK" was getting excellent playing time and doing very good business.

It was an interesting and informative trip. The film industry in England is vital, and the key word seems to be cooperation.

NEWS CAPSULES

FILM FAMILY ALBUM

Arrivals

A baby girl was born to **Tenni** and actor **Richard Crenna** in California. They have a girl, **Seana**, 13 years old, and a boy, **Richard**, six years old.

Wolford K. (Wooly) Dow, MGM manager in Iran, and **Mrs. Dow** announced the birth of their first child, a daughter, **Nadja**, in Tehran.

A daughter was recently born to **Mr. and Mrs. Patrick E. McHenry** in Modesto, Cal. The mother is the daughter of the late **Mrs. Farley Herndon** and the late **Hugh Herndon, Jr.**, round-the-world flier; and the granddaughter of the late **William W. Farley, Sr.**, who with **Patrick W. Mulderry** developed Albany's Film Row and also owned theatres in Albany, Schenectady and Catskill, N. Y.

Gold Bands

Sherry Lynn Glaubinger, daughter of United Artists central division manager and **Mrs. Al Glaubinger**, was married to **David Louis Barsky** at the Regency Hotel in New York.

Paul J. Greenhalgh, Jr., son of the late **Paul Greenhalgh**, former general manager, MOTION PICTURE EXHIBITOR, and **Mrs. Greenhalgh**, will be married to **Virginia Sue Moore** at St. Francis de Sales Church, Salisbury, Md., Oct. 2.

Andrea Harris, daughter of **Mr. and Mrs. Nathan Harris**, Valley Stream, was married to **Dr. Stephen Slaton Schedit** at the Regency Hotel, New York. She is the daughter of the vice-president of Prudential New York Theatres.

Diamond Rings

Stuart Kolbert, Interboro Circuit, Inc., announced his engagement to **Deena Margolin**, Larchmont, N. Y. He is the son of the late **Stanley Kolbert**, former treasurer of Interboro Circuit, New York, and grandson of **Samuel Strausberg**, the company's founder.

Obituaries

Al Altman, for many years talent director in the east for MGM, died in New Rochelle Hospital after a short illness. He was also a well-known amateur magician. He was buried in Jamesville Cemetery, Worcester, Mass. Survivors include two daughters, his mother, and three brothers and a sister.

Peter A. Bifarella, 81, Springville, an independent exhibitor in western New York since 1923, died in Bertrand Chaffee Hospital in that town. He was a member of the TOA, Variety Club of Buffalo. Surviving are his wife, a son, and four daughters.

Harry M. Brubaker, 81, owner, Rialto, Wilmington, Del., died in Veterans Administration Hospital, Wilmington, Del. Surviving are two sisters. With the late **A. J. Belair**, he operated the threatre. He was formerly a musician and in 1917 went overseas as leader of the National Guard's Delaware Pioneers Band.

Lawrence B. Graver, 74, one time Boston Red Sox official and district manager of Warner Theatres in Philadelphia for many years, died in Clearwater, Fla., where he had retired. At one time, he operated the Mastbaum, Philadelphia, for Warners. He is survived by two sisters.

Richard D. Hayes, 63, Paramount booking manager in Albany and previously a salesman for that company, died in his sleep at Ottawa, Canada. The veteran industryite, is survived by his wife, a sister, among others.

Constantine Andrew Papandrew, 57, veteran Fox West Coast Theatres manager, died in Inglewood, Cal. For the past four years he was manager of the Highland, Los Angeles. Other surviving relatives include a brother and sister in Greece and several cousins in Los Angeles.

Fred N. Viano, 75, Lexington, Mass., manager, Lexington Theatre, died in Beth Israel Hospital there. He leaves a son, a daughter, a brother, and three sisters.

FORMS FOR THIS PAGE CLOSED AT 5 P.M. ON MON., SEPT. 13

Eight Continental Features Highlight "Golden Quarter"

NEW YORK—Continental, the motion picture distribution division of Walter Reade-Sterling, Inc., will release eight new feature pictures during a "Golden Quarter" sales drive in the final quarter of 1965, it was announced at the 1965 national sales convention by Walter Reade, Jr., chairman of the board of the parent company.

Reade said, "We believe the eight films we have assembled for release during our drive period represents the most diversified selection of film entertainment available from one company in the industry and should firmly establish Continental's new reputation as a company able to serve all of the nation's 18,000 theatres."

The eight "Golden Quarter—'65" releases are: For October—"The Railroad Man," "Ghidrah—The Three-Headed Monster," and "The Lollipop Cover." For November—"Time of Indifference," and "Underworld Informers." For December—"Flame And The Fire," "Kwaidan," and "Walk In The Shadow."

Joseph E. Levine, president, Embassy Pictures, center, is flanked by Lawrence L. Weisman, president, Pathe Industries, right, and Leo Lubin, Pathe sales executive, as he recently signed a new four year agreement with Pathe Industries for its production and release printing in color and black and white.

BROADWAY GROSSES

Summer Spurt Slackens

NEW YORK—Post-holiday grosses in the Broadway first-runs were back to normal as the summer season ended.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

"THE SANDPIPER" (MGM). Radio City Music Hall, with usual stage show, claimed $75,000 for Thursday through Sunday, with the ninth and final week sure of $110,000.

"THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES" (20th-Fox). DeMille reported $41,000 for the 13th week.

"THE SOUND OF MUSIC" (20th-Fox). Rivoli stated the 28th week was $57,000.

"THE HALLELUJAH TRAIL" (UA). Loew's Capitol, on roadshow policy, did $10,200 on the 10th and final week.

"THE SABOTEUR" ("MORITURI") (20th-Fox). Loew's State claimed a $24,000 third week.

"HELP" (UA). Astor announced that the third and final week was $15,000.

"SHIP OF FOOLS" (Columbia). Victoria had $24,000 for the seventh week.

"MY FAIR LADY" (Warners). Criterion, with road show policy, reported $50,000 for 47th week.

"THE GREATEST STORY EVER TOLD" (UA). Warner Cinerama claimed $30,000 for the 24th week on reserved seat policy.

MGM Lineup Discussed

NEW ORLEANS—A four-day sales meeting attended by MGM home office executives and division sales managers is current at the Fontainebleau Motor Hotel here. It ends tomorrow (Sept. 16).

Morris E. Lefko, MGM vice-president and general sales manager, said the purpose of the meeting is to discuss the sales and distribution plans for the company's fall and winter releases, which he described as representing "one of the most important groups of all-appealing entertainment in MGM's history."

In addition to Lefko, those attending the sales conference are Herman L. Ripps and Louis Formato, assistant general sales managers; Leonard Hirsch, home office assistant to Ripps; Irving Helfont, home office assistant to Formato; Mel Maron, roadshow sales manager; Hillis Cass, general manager of MGM of Canada Ltd., Jay Rabinovitz, MGM treasurer; Jay Eisenberg, sales department, legal advisor.

Also, the company's six division managers: Saal Gottlieb, eastern division; Lou Marks, central division; William A. Madden, midwest division; Herbert J. Bennin, southern division; Fred G. Hull, Jr., southwestern division; and William J. Devaney, west coast division.

Exhibitor Unity Achieved At Last

Continental's Weitman Named To Top Sales Post

NEW YORK—Norman Weitman has been named general sales manager for Continental, the film distribution division of Walter Reade-Sterling, Inc., it was announced by Sheldon Gunsberg, executive vice-president of the parent company.

The announcement came at the beginning of Continental's 1965 national sales convention at the Summit Hotel.

Weitman joined the Reade organization as New York district manager in September, 1963, and was appointed assistant general sales manager of the company last year. At 37 years of age, Weitman is the youngest general sales manager of any distribution company in the industry.

Prior to his association with Continental, Weitman was eastern district manager for United Artists-Lopert Pictures, headquartered in Philadelphia. He entered the industry in Universal Pictures' home office and, subsequently, became salesman in the Philadelphia branch, sales manager in Washington, branch manager in Albany, and branch manager in Cleveland.

At the opening session of Continental's convention, Weitman announced the details of a sales drive for the fourth quarter of 1965.

Called "Continental's Golden Quarter—'65," the drive will feature eight new releases and offer cash prizes to each salesman. In addition, Continental is offering a trip for two to Ireland next spring during production of the company's adaptation of James Joyce's "Ulysses." This special prize is open only to theatre owners, managers, buyers, and bookers in the United States.

The eight drive pictures are: October, "The Railroad Man," "Ghidrah—The Three Headed Monster," and "The Lollypop Cover"; November, "Time of Indifference," and "Underworld Informers"; December, "Flame and the Fire," "Kwaidan," and "Walk In The Shadow."

Paul Baise has been appointed district sales manager for the Los Angeles-Denver-Salt Lake City territories for Continental.

Baise joined the Reade organization in 1948 in the advertising and exploitation department of the company's theatre circuit and subsequently headed that operation. With the emergence of Continental as an important division of the company, he was assigned to the New York headquarters to handle exhibitor relations for advertising and exploitation.

For the past several years, Baise has been the director of advertising and publicity for Continental, and more recently, has been serving as liaison for sales and advertising.

Abrahams Leaves AA

HOLLYWOOD—Sanford Abrahams, Allied Artists' west coast publicity director, who has also functioned recently in the field of producer relations, has left the company. Until the department's base of operations was moved to the New York office in April, 1964, he had held the post of national director of advertising and publicity for five years. Previously, he served as Allied Artists' advertising manager.

Jim Carreras recently met with Col. Bill Heald, trustee, Duke of Edinburgh Award Scheme, and Ray Skingle, Variety Club's London office, to discuss details of the visit to America and Canada of H.R.H. The Duke Of Edinburgh in March, 1966, under sponsorship of the Variety Clubs International.

Six Coming From WB In Big Fall Season

NEW YORK—Warner Bros. will release six new major motion pictures during the fall season: "The Great Race," "Marriage on the Rocks," "Murieta," "La Boheme," "Never Too Late," and "Battle of the Bulge."

Simultaneously, the Academy Award-winning Warner Bros. production of "My Fair Lady" will continue to be shown.

"The Great Race" will have its New York premiere Sept. 16 at Radio City Music Hall and will go into national release the following month.

"Marriage on the Rocks," Frank Sinatra's new comedy, will have its world premiere Sept. 24 in New York at Loew's Capitol and the RKO 58th Street Theatres, with national release following a week later.

"Murieta" is a September national release. "La Boheme" will be presented on Oct. 20 and 21 for four performances at 350 leading theatres in the United States and Canada. "Never Too Late" will be released nationally in December. "Battle of the Bulge," Cinerama film dramatizing the climatic engagement on the Western Front in World War II, will have its gala premieres at Cinerama Theatres for Christmas, exactly 21 years after the battle was fought.

UJA Effort In High Gear

NEW YORK—Harry Mandel, president, RKO Theatres, and chairman, Motion Picture and Amusement division's 1965 campaign for the United Jewish Appeal of Greater New York, announced that to date $529,565 has been raised by the industry's volunteer workers and supporters in behalf of UJA's program, which seeks to aid some 750,000 men, women, and children in need and distress throughout the world.

"This is considerably more than what was raised at this time in last year's campaign," said Mandel, "and I want to publicly thank the committee which is still going strong and will continue to work until the industry's maximum effort for UJA has been accomplished."

Allied, TOA Leaders Hail Creation Of New Association, To Begin Operations On Jan. 1

NEW YORK—Theatre Owners of America and Allied States Association of Motion Picture Exhibitors issued a joint statement that they had merged and that a single national motion picture exhibitor trade organization will come into existence on Jan. 1, 1966, to be known as the National Association of Theatre Owners.

It was revealed that "the constitution of the new organization has been overwhelmingly endorsed by both Allied States Association and TOA.

A joint working committee headed by president Jack Armstrong, Allied, and president Sumner M. Redstone, TOA, met in New York "to start working on the actual details and mechanics." It was noted that "this culminates approximately five years of discussions by representatives of the two associations."

In addition to Armstrong, Allied was represented at the meeting at the Americana Hotel by Marshall Fine, Milton London, and Irving Dollinger. Besides Redstone, the TOA representatives were John Stembler, Julian Rifkin, and Joseph G. Alterman.

The merger agreement was viewed as a tremendous step forward for exhibition in the United States. Exhibitor spokesmen were united in the conviction that it "will create a cohesive exhibition force in the U. S. for the first time; it will eliminate duplication of effort; place exhibitors in a stronger bargaining position in negotiating for product with distributors; create a healthier climate in exhibition; and contribute to the solution of exhibitor problems because of the greater force exhibition will be able to bring to bear on distribution."

Para. Reports Income

NEW YORK—Paramount Pictures Corporation reports estimated consolidated net income for the second quarter ended July 3 at $3,066,000 or $1.94 per share, based upon 1,597,406 shares outstanding. In the same period of 1964, net income was estimated at $1,478,000 or 92 cents per share, plus profit on sale of television station KTLA in Los Angeles of $7,527,000 or $4.68 per share, a total of $9,005,000 or $5.60 per share based upon 1,607,506 shares then outstanding.

For the first six months of 1965, consolidated net income is estimated at $5,252,000 or $3.33 per share. Comparative net income for 1964 amounted to $2,519,000 or $1.57 per share, plus profit on sale of investment and the television station of $8,250,000 or $5.13 per share, a total of $10,769,000 or $6.70 per share.

Lyday To Disney Studio

BURBANK, CALIF.—Paul Lyday, promotion manager of Buena Vista Distribution Co., Inc., has moved his headquarters to the Walt Disney studio here. Until now, he has been operating out of Buena Vista's New York office.

Lyday will continue to supervise local exploitation throughout the country, and work closely with studio personnel in originating promotional campaigns.

SRO Sign Goes Up For Variety Meet As London Prepares Huge Welcome

LONDON—It was announced last week that all registrations for the 1966 Variety Clubs International convention to be held here have already been heavily over-subscribed and therefore registrations are now closed.

Some 860 delegates and their wives have registered from America and Canada, which exceeds by 10 per cent the quota originally arranged by the host tent, the Variety Club of Great Britain.

Ireland, Mexico, and Britain are expected to bring the total number of registrants to 1,500.

It is emphasized that the only reason for limiting the number of delegates is a lack of banqueting halls which can accommodate a larger number than this.

Joan Palmer, one of London's leading florists, is to donate flowers to the ladies attending the Variety Clubs International convention.

This is announced by Mrs. Sheila Berman, wife of past chief barker of the Variety Club of Great Britain Monty Berman, and chairman of the convention's ladies' committee.

Joan Palmer has family affiliations with Variety. Her brother, Peter, is one of the British club's most popular and philanthropic members.

Two members of the Variety Club of Great Britain, Jack Klein and Len Matchan, are to sponsor luncheons at the Variety Clubs International convention.

Klein will host one of the ladies' luncheons, a function he fulfilled at the San Francisco convention this year and at the London congress in 1958.

A member of the executive board of the British Tent, Klein, who is managing director of Max Factor in Britain, is a long-standing officer of the British charity.

Matchan, a noted industrialist who is playing an increasingly larger part in Variety affairs, is to sponsor the convention's opening luncheon, which is to be honoured by the attendance of His Excellency the American Ambassador.

It was recently announced that American film producer and distributor Joseph E. Levine is to sponsor the opening banquet at the Grosvenor House, Park Lane.

It is important to Variety International that all convention functions are sponsored, since this will make additional funds available for the help of sick and deprived children throughout the world.

A NEW BREED OF "RAIDERS"

The attempt by "raiders" to take over Paramount has shocked the entertainment industry. Similar actions against other motion picture companies have been halted in the past, and on the basis of recent developments, it is hoped that the new breed of raiders, as represented by Herbert Siegel and Ernest H. Martin, will be relegated to a similar fate.

It is unfortunate when any corporation is subject to these disrupting attacks. It is particularly unjustified in the case of Paramount. One wonders what a company has to do right to avoid the machinations of corporate raiders.

Paramount's record as a solid, respected, financially secure company with excellent business relations with its customers speaks for itself and does not have to be defended. It has truly been one of the Goliaths of the motion picture industry with an enviable record of paying out more than $60,000,000 in uninterrupted dividends to its stockholders since the formation of the present company in 1950. Its earnings record, too, is one of the best, if not the best, in the industry.

As a supplier of quality motion pictures for the theatres of the world, Paramount's reputation is of the highest calibre. It is strange that the Siegel-Martin raid effort comes at a time when the company's operations are at a peak level. The production arm of the company is humming busily and, as a result, exhibitors are assured of a continuous supply of product well into 1967. Moreover, Paramount has increased its release schedule and is supplying theatres with a steady flow of pictures.

Paramount's decision to institute an anti-trust suit against Siegel and Martin appears to be a step in the right direction. With the MCA case as a precedent, in which the Government forced MCA to divest itself of its talent agency, Paramount seems to be on firm ground in demanding that Siegel completely divorce himself from his interests in General Artists Corporation, a promise he made when he accepted a seat on the Paramount board of directors. Paramount now claims Siegel misrepresented his intentions to the stockholders and the company regarding his position on divestiture.

George Weltner's affidavit, in supporting Paramount's charges of a "conflict of interest" and the competitive nature of GAC's business activities, also appears to have merit. It notes, for example, that GAC is one of the largest talent agencies in the world and that the presence on the board of a GAC representative gives the talent agency access to intimate details of contracts and performer salaries "which puts it in an excessively favorable position to the detriment of Paramount, other motion picture companies, and other talent agencies."

Especially disturbing are the reports of the program of harassment organized by Siegel and Martin. This type of abuse and annoyance can only be disruptive and has the effect of hampering the company's operations. The losers, in the long run, can be the exhibitors, stockholders, and the thousands of industry employees who depend on Paramount for continued, successful operations.

We are sure that exhibitors, many of whom are Paramount stockholders, will rally to the support of the company and will assure the Paramount management of their continued loyalty.

JAY EMANUEL

Pittsburgh Fetes Sir Billy

PITTSBURGH—Sir Billy Butlin has been nominated International Personality of the Year by the Variety Club of Pittsburgh. The citation is: "For outstanding service in the field of charity and fulfillment of the purposes of charity."

This is the first time the award has been made, and Sir Billy has signified his intention of attending a banquet in Pittsburgh on Sunday, Nov. 28, to accept the presentation.

Sir Billy is a past chief barker of the Variety Club of Great Britain and for many years has been one of its biggest benefactors. His personal gifts exceed 200,000 Pounds.

James Carreras, the first Briton to become chief barker of the Variety Clubs International, and C. J. Latta, who founded the British club, will travel to Pittsburgh to represent Britain at the award ceremony.

UA Shifts U.K. Execs

NEW YORK—Arnold M. Picker, executive vice-president of United Artists Corporation, announces that on Dec. 31, Montague C. Morton will relinquish the position of managing director of United Artists Corporation in the United Kingdom which office he has occupied for 14 years, and will become deputy chairman of the company.

He will be succeeded as managing director by David M. Bickler, who has been general sales manager of the company for the past 11 years. Eric Pleskow, vice-president of the parent company, has been appointed chairman of United Artists Corporation, Limited.

Universal, Decca Dividends

NEW YORK—The board of directors of Universal Pictures Company, Inc., declared a quarterly dividend of 25 cents per share on the common stock of the company, payable on Sept. 27 to stockholders of record at the close of business on Sept. 16.

Directors of Decca Records, Inc., declared a regular quarterly dividend of 30 cents per share on the company's capital stock, payable Sept. 29 to stockholders of record Sept. 15.

THE CHASE IS ON!

⑦

⑥

⑤

J. C. PENNEY COMPANY

④

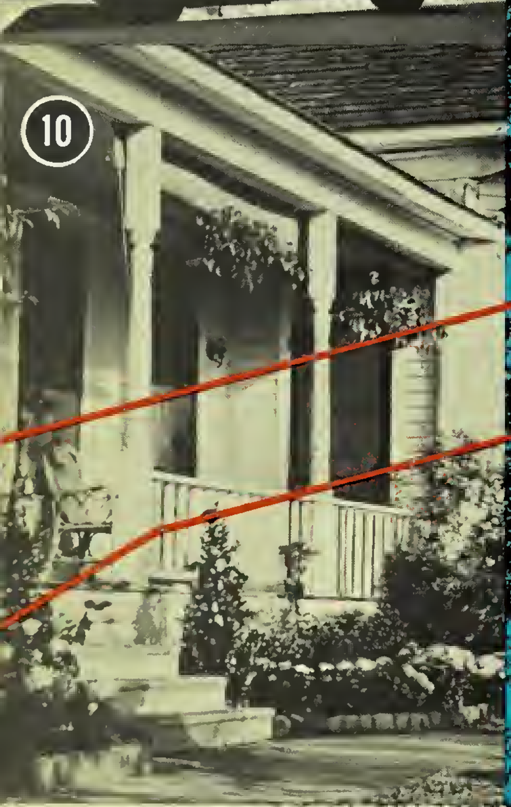
⑧

TARL 1ST NATIONAL
S.T. ATKIN FURNITURE

⑨

SUE'S
Beauty Shop
TURE CO.

⑩



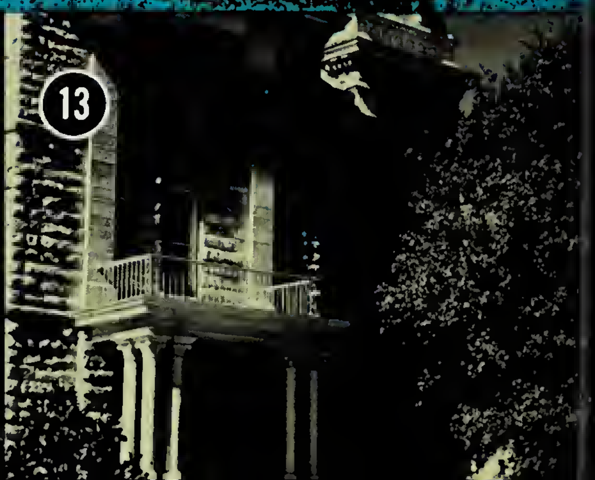
This is Tarl, Texas . . . a t

⑪

⑫

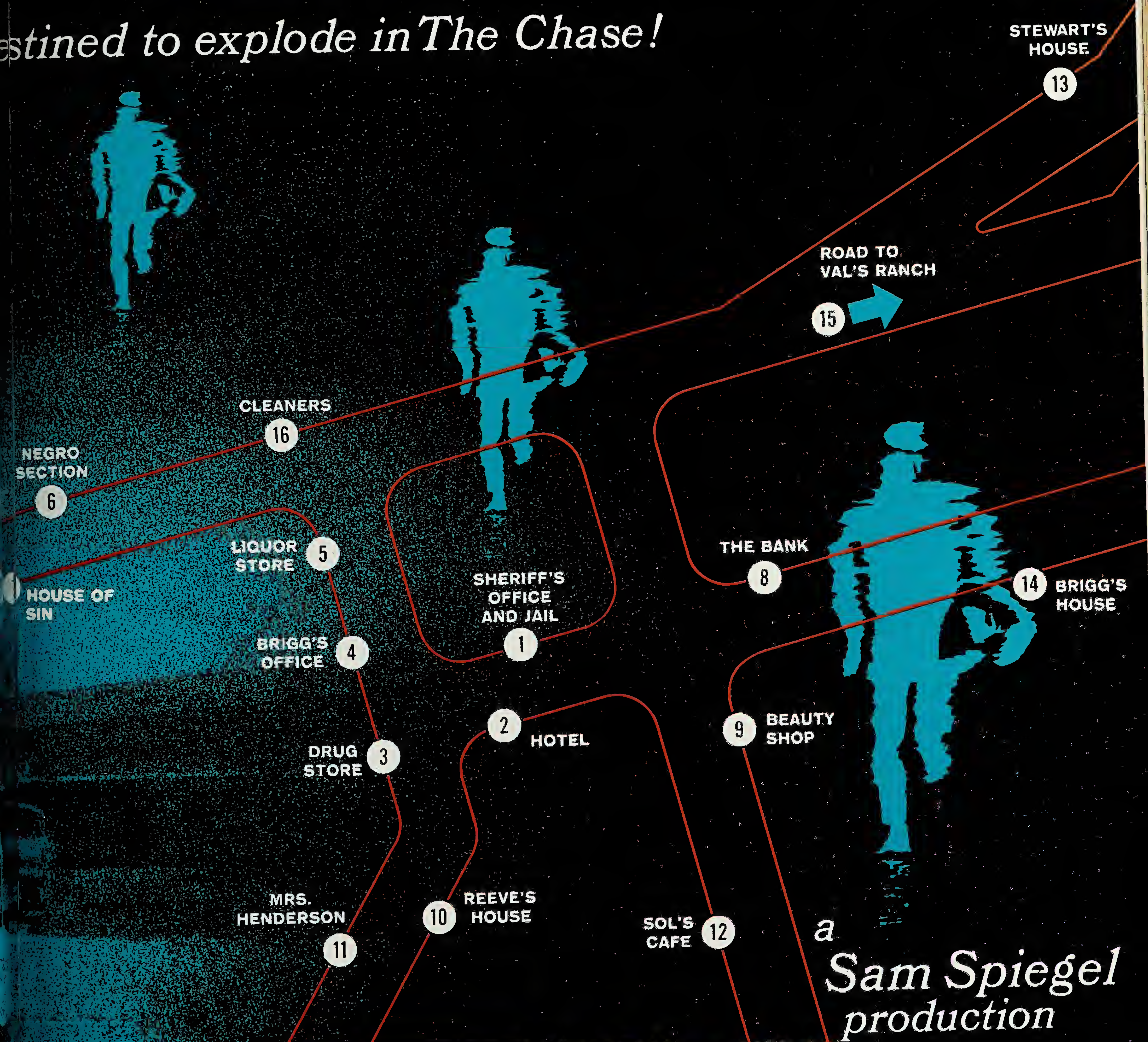
DANCING NITELY

⑬



CITY DRUG STORE

stined to explode in The Chase!


STEWART'S HOUSE
13
ROAD TO VAL'S RANCH
15
CLEANERS
16
NEGRO SECTION
6
LIQUOR STORE
5
HOUSE OF SIN
SHERIFF'S OFFICE AND JAIL
1
THE BANK
8
14
BRIGG'S HOUSE
BRIGG'S OFFICE
4
2
HOTEL
9
BEAUTY SHOP
DRUG STORE
3
MRS. HENDERSON
11
10
REEVE'S HOUSE
SOL'S CAFE
12

15
59
60
102
45

16
CLEANERS

a
Sam Spiegel
production

for
Columbia

Some of the people who've joined The Chase!

MARLON BRANDO in

SAM SPIEGEL'S
production
of

THE CHASE

starring
JANE FONDA · ROBERT REDFORD · E.G. MARSHALL · ANGIE DICKINSON
JANICE RULE · MIRIAM HOPKINS · MARTHA HYER · ROBERT DUVALL · HENRY HULL
and
JAMES FOX with a distinguished cast of featured players

Screenplay by LILLIAN HELLMAN
Produced by SAM SPIEGEL
Directed by ARTHUR PENN
Original novel and play by HORTON FOOTE
Filmed in PANAVISION® · A Horizon Picture in TECHNICOLOR®
A Columbia Pictures Release

PRINTED IN U.S.A.

Para. Plans 13 Features For Production This Year

NEW YORK—Paramount Pictures will have 13 major motion pictures before the cameras between September and the end of the year, marking one of the most imposing production schedules that the company has had for any four-month period in recent years.

Contributing to the 13-picture lineup, to be filmed in Hollywood and on location in the United States and Europe, will be the Seven Arts production of the tentatively titled "My Last Duchess," starring Tony Curtis; "Assault On A Queen," starring Frank Sinatra and Virna Lisi, to be made in association with Sinatra Enterprises; and the screen adaptation of "This Property Is Condemned," starring Natalie Wood and Robert Redford.

A share in the Paramount "baker's dozen" to come from Joseph E. Levine's Embassy Pictures includes "The Minister And The Choir Singer," the motion picture version of the infamous Hall-Mills murder case; "The Idol," starring Jennifer Jones, Michael Parks, and John Leyton; and "When The Lion Feeds," an adventure story set in Africa to be produced by Stanley Baker.

Marty Allen and Steve Rossi, the comedy team of "Hello Dere" fame, will make their screen debut in "The Last Of The Secret Agents?," the first motion picture the duo will make for Paramount as part of their exclusive seven-year contract.

Clint Walker will star in "Night Of The Grizzly," the first of two pictures that the actor will make for Paramount.

Michael Caine will star in the adaptation of the best-seller, "Funeral In Berlin," a tale of modern espionage to be produced by those James Bond men, Harry Saltzman and Albert R. Broccoli.

Two large-scale outdoor adventure westerns are also set for production during the next four months. Producer A. C. Lyles will film Steve Fisher's "Fort Siege," and producer-director Howard Hawks is currently lining-up an all-star cast for Leigh Brackett's as yet untitled western drama.

From the pen of "Psycho" author Robert Bloch will come "Schizoid," horror story to be filmed in England. Completing the list of 13 motion pictures is the still-to-be-titled screenplay that Lawrence Roman is writing and in which Ann-Margret is set to star.

Col. Int. Shifts Execs

NEW YORK—Two major executive appointments involving Columbia Pictures International's operations in Mexico and Argentina have been announced by executive vice-president Mo Rothman.

Frank Pierce, presently general manager in Argentina, will succeed Joseph McConville, who resigned as general manager for Mexico.

Jack Jockter, until recently Columbia's general manager in Japan, will replace Pierce in Buenos Aires.

SW Zone Shifts

NEW YORK—Charles A. Smakwitz, zone manager of Stanley Warner Theatres for New York and New Jersey, now is headquartered at the home office, Stanley Warner Theatres, New York City. George Isenberg, real estate head for New York and New Jersey, will also be located in the home office in New York. Newark, N. J. offices are being vacated.

Lesser Quits As Museum President; Petty Politics Seen Kiss Of Death

By MARK GIBBONS

(Fourth article in a Hollywood Museum Series)

HOLLYWOOD—If ever there was an angry man, it was Steve Anthony. Many believe his anger was justified. His modest home on a small lot just happened to be located in the tract where it was planned to build the Hollywood Museum—an institution yet to be erected and the ground for which currently serves as an auxiliary parking lot for the Hollywood Bowl.

Anthony's house and lot were duly acquired by Los Angeles County under condemnation proceedings. However, Anthony, a former member of the United States Marine Corps, believed he had been short-changed and that the money paid for his property under condemnation was insufficient. He refused to surrender his house and lot, armed himself with a rifle, and prepared to stand off deputy sheriffs who might (legally) confiscate his belongings. Such bravado, of course, proved futile; Anthony was overpowered and restrained while a bulldozer smashed his house to splinters to make way for the Hollywood Museum, which still remains unbuilt. The ex-Marine continues to have litigation pending in the courts in an attempt to obtain from the county the money he believes his property was worth.

The Anthony episode is only one of many daffy situations which have plagued those dedicated persons who want to see the Museum constructed—persons such as Sol Lesser who, since the Museum idea was first projected, toiled hard and long as president of the non-profit organization to make it become a reality. Since I started these articles, the venerable producer has resigned as president after a faithful service of six years. He is 76 and in poor health. Lesser submitted his resignation to the Museum's board of directors, who promptly elected him chairman emeritus for life. He said he resigned on the advice of his physician and will serve until his successor is elected, provided that is done by Oct. 1.

In his letter of resignation making it clear that ill health forced his move, he urged that the organization continue doing what is necessary to bring the Museum into being and to explore alternative opportunities if the county withdraws its sponsorship of the multi-million dollar project.

"We can't abandon our responsibility to bring the Museum into existence," Lesser said.

It is rumored that Warner Bros. and Universal Pictures have been negotiating with Museum executives to take over the project if the county definitely decides not to build it on the county-owned site opposite Hollywood Bowl. This is exactly what supporters of the retiring president would like to see happen. These supporters feel that picayune politics have been messing up things long enough and that it is high time the industry moves in to get the job done. That exhibitors, producers, and other segments of the cinema industry want to see the Museum built is evidenced by the flow of letters that have been crossing this reporter's desk from all over the country.

The industry already has proved its willingness to participate with more than $5 million in pledged donations to maintain the structure *after the county of Los Angeles actually starts construction, which it pledged to do more than five years ago.* But that was a different set of county fathers with a different brand of politics.

Exhibitors, producers, and even distributors all over the country are in favor of building the Museum—and are willing to pay their share of its cost. They feel such an institution would enhance the prestige of movie making—the paramount thought in Sol Lesser's mind when he took over the job he has so recently retired from with reluctance and regret. After all, there is a limit of endurance to every man.

MOTION PICTURE EXHIBITOR will pursue progress in the attempt to build a Hollywood Museum. That the well-meaning project has been stymied and frustrated is no fault of persons like Sol Lesser or Julian Myers. From time to time, this reporter will give an account of what is going on. As of this moment, the project appears to be a dead duck because of petty politics.

(This is the fourth and last in a series of Hollywood Museum articles.—The Editor.)

Court Approves NGC Expansion

NEW YORK—Federal Court Judge Edmund L. Palmieri approved the application of National General Corporation for a 1500-seat theatre in the Menlo Park section of Woodbridge, N. J.

In noting that NGC "has never operated in New Jersey," Judge Palmieri said that the circuit "is entering a competitive area for the first time" and held that "this situation will result in more active competition. There is no basis for concluding that competition will be unduly restrained."

The application was granted over the objections of General Cinema Corporation of Boston, and Walter Reade-Sterling, who operate theatres in the area.

Judge Palmieri stated that "it appears probable that additional hearings on blind bidding will take place during the latter part of October." Arguments on the problem were heard by Judge Palmieri at hearings held in Los Angeles recently on the application of National General Corporation for a new 900-seat theatre in Salt Lake City.

This application was approved on two conditions: Upon opening of the new house, NGC's Southeast and Rialto in Salt Lake City will be prohibited from playing first runs for more than 26 weeks each in any calendar year; and "in the event the exhibition of a roadshow engagement is commenced at the Southeast in any calendar year in which it has played less than 21 weeks on first showing, the Southeast may continue such roadshow engagement as long as National General desires without regard to the number of weeks the Rialto plays on first showing in the calendar year."

Industry Spokesmen Oppose Bill To Create Penna. Preview Board

HARRISBURG, Pa.—Representatives of the Motion Picture Association of America, Inc. appeared before the Judiciary Committee of the House of Representatives of the Commonwealth of Pennsylvania in opposition to a House bill which proposes to establish a Pennsylvania motion picture preview board.

The bill would set up a board that would be authorized to request a preview of any film and determine whether or not it is obscene. The board would be authorized to institute injunction proceedings in the county in which the film is to be shown. Any person violating any of the provisions of the proposed act would be subject to a fine of $500 to $1,000, or imprisonment not exceeding six months, or both.

The MPAA member companies were represented at the hearing by attorney Ralph S. Synder, Philadelphia; Geoffrey M. Shurlock, director, Production Code Administration of the MPAA; and William McCutchen, associate, MPAA community relations department.

Synder led off the industry's case with a statement pointing out why House Bill No. 1098 is unconstitutional. He said: "The free communication of thoughts and opinions is one of the invaluable rights of man, and every citizen may freely speak, write, and print on any subject, being responsible for the abuse of that liberty. Gentlemen, these are not my words; they are the words of Article I, Section 7 of the Constitution of this great Commonwealth."

He continued, "We submit that House Bill No. 1098 does indeed impose an unconstitutional prior restraint on the exercise of the right of free speech by means of motion pictures. With all due deference to Justice Musmanno and the position he holds on a court which might ultimately be called to pass on the constitutional validity of House Bill No. 1098, it should be remembered that Justice Musmanno took the position (in a dissenting opinion) that the Motion Picture Control Act of 1959 was also constitutionally valid. And we all know that that act was held unconstitutional by the Supreme Court of Pennsylvania. House Bill No. 1098 has been built on the ashes of that constitutionally invalid 1959 Act."

In conclusion, Synder suggested the following as a possible solution to the problem: "The solution to the problem is not an easy one, but it certainly does not lie in House Bill No. 1098. As District Attorney Crumlish told you, you must recognize that 'the great majority of persons and companies engaged in the motion picture industry are sensitively aware of the duties and responsibilities of a great mass medium. . . In the great majority of incidents, the motion picture industry has met its responsibilities.' Certainly, the solution does not lie in embarking on a legislative course, ever dangerous, of tampering with one of our most basic individual freedoms. Nor does the solution lie in placing burdens on the motion picture industry as a whole. Nor is it achieved by injunction proceedings which accomplish nothing but the sale of more tickets to the exhibition of offensive movies during the pendency of the proceeding. Where the solution does lie is in the more productive use of the criminal obscenity laws."

Shurlock, director of the MPAA Production Code Administration, in presenting the industry's position in the continuing struggle for freedom of the screen, outlined some of the highlights of the Code operation. He pointed out that: "The Production Code of the Hollywood motion picture industry is worthy of recognition and applause as a singularly striking example of American democracy in action.

"It is the first and by far the best known case of a major industry—and an 'art' industry at that—undertaking to regulate itself in such detail.

"The Code operation has one immeasurable advantage over any form of post-factum censorship or control. This latter can at best only delete material from an already finished film. By its very nature, it can only act privatively and hence negatively.

"The Code on the contrary gets its licks in while the project is still in the script stage. And its approach is basically constructive."

Shurlock continued: "The public in general seems to be more than reasonably satisfied with current movie fare. Company after company has been reporting unusually good business, both in 1964 and this year—and among the current boxoffice champions are such delightful films as 'Mary Poppins' and 'My Fair Lady,' 'Sound of Music,' 'How the West Was Won,' and the exceptional film on the life of our Lord, 'The Greatest Story Ever Told.'

"However, not all movies are 'Mary Poppins.' Films do explore other areas of human conduct, and rightly so. They claim the right to examine any field of human activity that can be discussed with propriety in public and by other media. Perhaps some of the uproar that now and then arises against films stems from the fact that they have undertaken to look at some of the darker phases of human life."

Shurlock further pointed out how the Code had presented such material as the book "Lolita" and subjects treating abortion and dope addiction in "Love With The Proper Stranger" and "Synanon" in a wholly acceptable fashion.

He also pointed out that social problems like juvenile gang warfare can be presented in a positive and acceptable fashion as in "West Side Story"; and that Tennessee William's play, "The Night Of The Iguana," as presented in the film of that name, was widely praised by many respected publications.

Shurlock concluded: "I don't want to leave the impression that motion picture producers are disproportionately interested in sensational material. As a matter of record, the 10 leading boxoffice champions of all time are 'Gone With The Wind,' 'Ben-Hur,' 'The Ten Commandments,' 'Around The World In 80 Days,' 'Cleopatra,' 'How The West Was Won,' 'West Side Story,' 'Bridge On the River Kwai,' 'The Robe' and 'South Pacific.'

"Eight of these 10 block-buster films, you will note, are concerned primarily with neither sex nor violence other than war. And three of them deal with religion.

"This is not to say that sex and violence are not valid as dramatic material. Sophocles' 'Oedipus the King' deals with incest and suicide; Dostoievski's 'The Brothers Karamarov' with lust and murder; 'Macbeth' with treachery and bloody slaughter. Yet these are three

(*Continued on page* 21)

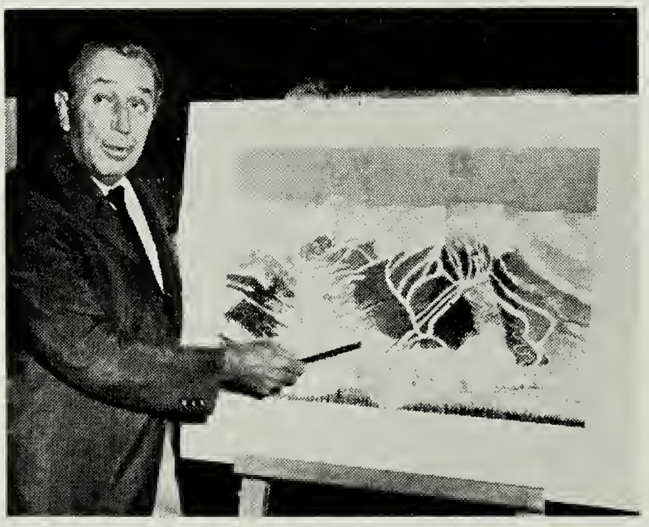
Pa. Legislators Present Bill For Sunday Movies

HARRISBURG—Four Democrats in the House of Representatives introduced a bill in the Pennsylvania Legislature that would eliminate local option on the question of Sunday movies.

Sponsors of the measure are Reps. William F. Renwick, Elk County; Austin J. Murphy, Washington County; Edward McNally, Cambria County; and Erwin L. Murray, Cameron County.

The measure "authorizing any person to conduct, stage, manage, operate, or engage in any motion picture exhibition on the first day of the week, commonly called Sunday," would repeal the act of July 2, 1935, "providing for referendums to ascertain the will of the electors."

At present, Sunday movies are banned in 10 communities in Pennsylvania.



Walt Disney points out elements of his proposed master plan for year-round recreational facilities at Mineral King, Cal. Shown are ski runs and lifts, snow play area, a self-contained village, hotels, restaurants, parking area, etc.

Five Fabulous Prizes Highlight Pioneer Dinner

NEW YORK—With the setting of three additional prizes to be given away at the 27th anniversary dinner of the Motion Picture Pioneers, Morris E. Lefko, MGM vice-president and general sales manager, announced that the lineup represents the most impressive array of prizes ever offered in the history of the annual Pioneer affairs.

The winners of the raffle will be drawn at the dinner honoring MGM president Robert H. O'Brien as "Pioneer of the Year" to be held at the Hotel Americana on Monday, Nov. 22.

The three new prizes are a complete K.L.H. AM-FM Hi-Fi Stereo; Kodak's new Super 8 Instamatic M4 Movie Camera and Instamatic M60 Movie Projector; and a 1966 color tv-set by Zenith. As previously announced, the top two prizes will be a 1966 Imperial convertible by Chrysler Corporation, and a round-trip for two to Honolulu via United Air Lines DC-8 Jet Mainliner, featuring its first-class Red Carpet Service, plus a seven-day all-expense paid stay at the Kahala Hilton.

Although the winners will be named at the dinner, the raffle is open to the public, and winners do not have to be present to qualify. The gala event will be attended by scores of motion picture executives and personalities from film centers throughout the world as a tribute to O'Brien.

Corwin To Keynote TOA Convention; Highest Attendance Ever Predicted

NEW YORK—Sherrill C. Corwin will deliver the keynote address at the opening session of Theatre Owners of America's 18th annual convention on Oct. 28 at the Ambassador Hotel in Los Angeles, it was announced by Sumner M. Redstone, TOA president. Corwin, who is president of Metropolitan Theatres Corp. of Los Angeles, president of Southern California Theatre Owners Association, and general chairman of the convention, will base his keynote speech on the convention's theme, "Make Mine a Movie."

The major emphasis of the convention will be on building attendance and improving the economic health of the industry, Corwin said.

Corwin also will preside at the first business session of the convention and act as executive producer of the activities. Original music and lyrics have been written to conform with the theme and objectives of the convention. The official opening will be dramatized using all of the showmanship know-how of the California exhibitors.

As an active showman with a long record of business achievements, Corwin is regarded as well qualified to serve in the capacities assigned to him. He is an assistant to the TOA president and a member of the executive committee.

Final convention plans are nearing completion, and the highest attendance in TOA history is expected, Redstone said. All space at the Trade Show has been sold out. The program for the ladies' activities, including studio tours, will be finalized shortly.

William M. Thedford, co-chairman of the convention, will serve as chairman of "Product Day" on Oct. 29 when the various film companies will present highlights from forthcoming pictures via specially made product reels.

Thedford, who is co-director of theatre operations for National General Corp. and a member of TOA's advisory council, will coordinate the presentations in the Embassy Room of the Ambassador.

All of the major companies will offer preview segments of their important pictures which will be available at the year-end and early in 1966.

The annual President's Banquet, sponsored by the Coca-Cola Co., will be the windup event of the convention on the night of Oct. 30. Robert W. Selig, executive assistnat to the president of Pacific Drive-in Theatres, convention co-chairman, an assistant to the president of TOA, and a member of its executive committee, will serve as toastmaster of the gala affair.

A highlight of the evening will be the presentation of the "Star of the Year" award, an honor bestowed each year on the screen personality whose box-office magnetism has been outstanding. Last year, the honor went to Ann-Margret, and previous winners were Cary Grant, Gregory Peck, Doris Day, Jerry Lewis, Deborah Kerr, John Wayne, Rock Hudson, William Holden, James Stewart, and Danny Kaye.

Because of the tremendous advance registration for the convention, the President's Banquet has had to be moved to larger accommodations than the hotel could afford and will be held in the Hollywood Palladium. An outstanding program featuring stars of the entertainment field is being prepared by the convention committee.

Music will be provided by Lawrence Welk and his company of ABC network personalities.

TOA Insurance Trustees Mail Dividend Checks

NEW YORK—Dividend checks for premiums paid by members of Theatre Owners of America in the TOA Group Insurance Plan were mailed by the trustees of the TOA Group Insurance Trust. The dividends were for the policy year ended Feb. 28, and represented the sixth consecutive year in which cash dividends were paid.

During the policy year, claims totalling $60,000 were dispersed. Total claims paid since the inception of the plan on March 1, 1959, have amounted to $330,000. The surplus resulting from TOA administrative economies were refunded in full to all member participants, and each member's share was approximately 13 per cent of the premiums paid during the policy year. The next reopening will be on November 1.

Trustees of the TOA Group Insurance Trust are George G. Kerasotes, Albert M. Pickus, and Joseph G. Alterman. The plan is open to all dues-paying members of TOA, giving themselves and their employees important insurance benefits which, in most cases, could not be purchased previously on an independent basis.

A member may choose one of two options: One for salaried personnel only and the other for key management and supervisory personnel. Among the advantages of the plan are the stipulations that no medical examination is required and there is no age restriction. There are high limits up to $20,000 per insured plus triple indemnity in case of accidental death, with benefits for loss of limbs or sight resulting from an accident.

Pathe-Embassy Pact

NEW YORK—Continuing an association of many years, Embassy Pictures has signed a new four year agreement with Pathe Laboratories for its head end (production) and release printing, in color and black and white, it was announced by Joseph E. Levine, president of Embassy Pictures, and Lawrence I. Weisman, president of Pathe Industries.

Leonard Lightstone, Embassy executive vice-president, and Leo Lubin, sales executive of Pathe Laboratories, participated in the negotiations for the contract.

Under the terms of the pact, Pathe, together with its affiliates in England (Humphries Laboratory Ltd.), Italy, and Spain, will process Embassy's expanding production-distribution program. Pathe is also processing Embassy's television releases.

Hey...
Something very funny is going on here...

...IT'S ALEC GUINNESS

UNLOCKING ALL THE LAUGHS FOR A HAPPY BOXOFFICE IN ONE OF THE MOST REMARKABLE ROLES OF HIS MOST REMARKABLE CAREER—A JOLLY JAILER WITH MORE BARS THAN BRAINS.

IN OCTOBER...FROM

PARAMOUNT.

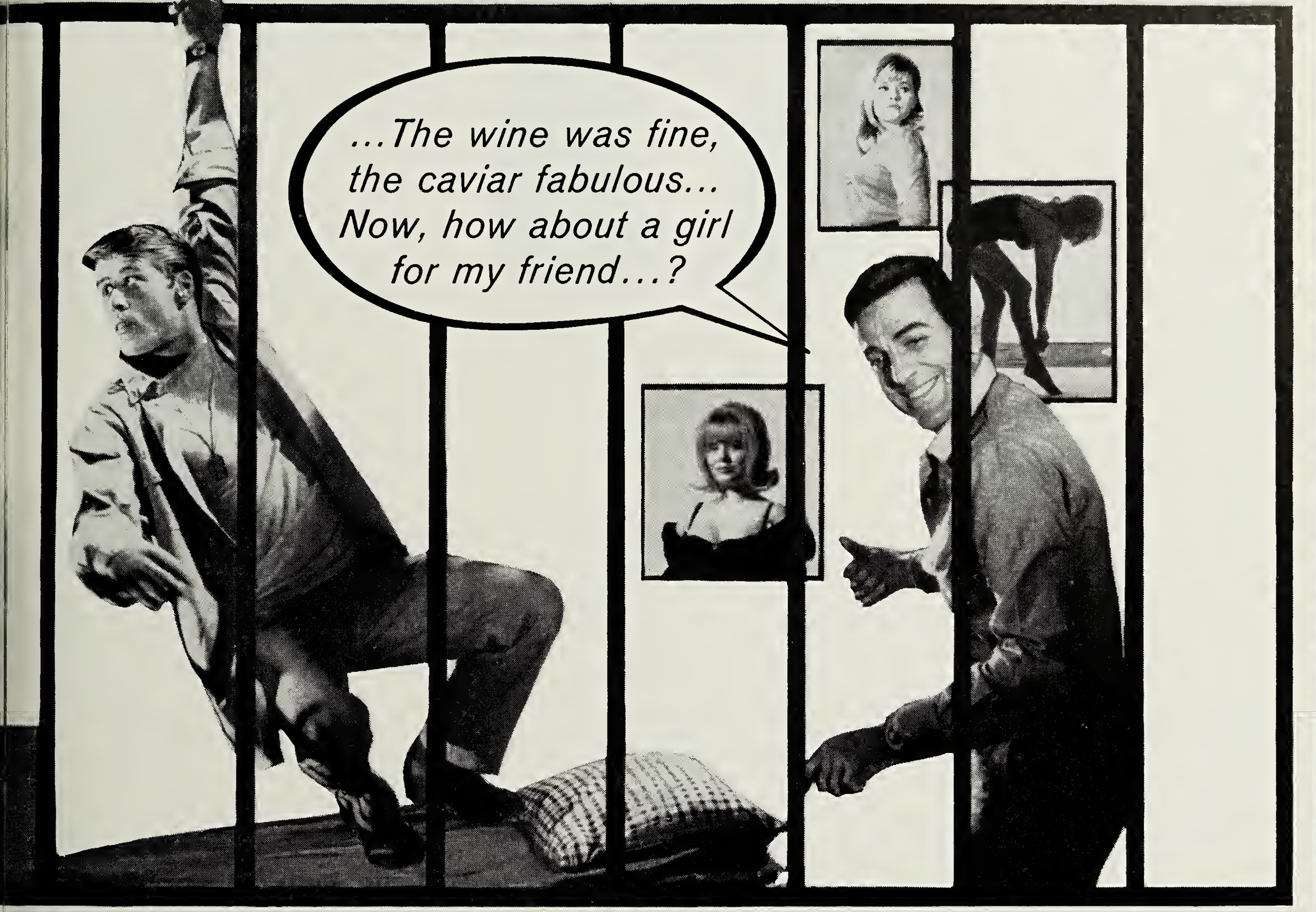
What Kind

“SITUATIO

A
GOTTFRIED
REINHARDT
PRODUCTION

CO-STARRING
MICHAEL CONNORS and F

risoner of War Camp is THIS?


...The wine was fine, the caviar fabulous... Now, how about a girl for my friend...?

ALEC GUINNESS

as a nutty jailer who gives his G.I. guests everything **but the news that the War's been over for seven years!**

HOPELESS - BUT NOT SERIOUS"

EDFORD "as HANK" PRODUCED AND DIRECTED BY GOTTFRIED REINHARDT · SCREENPLAY BY SILVIA REINHARDT

FROM THE NOVEL "THE HIDING PLACE" BY ROBERT SHAW

A PARAMOUNT PICTURE

Pay-TV More Dangerous Than Ever, Harling Tells New England Exhibs

NORTH FALMOUTH, MASS.—A warning of a "more dangerous, more insidious" pay tv plan now pending before the FCC; a continuation of the battle against pay tv and CATV systems; and grass roots merchandising and business building in films and concessions were highlights of the 34th annual regional convention of TONE and the Northeast Conference of the National Association of Concessionaires at the Sea Crest Hotel, North Falmouth, Mass.

The warning was sounded by Philip Harling, chairman of the Joint Committee Against Pay TV, and keynote speaker. Hitting out at "an application now pending before the FCC on behalf of the Zenith Radio Corp. seeking permission to introduce pay tv anywhere in the U.S.," he said, "It is more dangerous, more insidious and completely volatile.

"This application is now only a whisper, compared with the roar and turbulence of the applications previously made by other companies; and yet this one is more dangerous, more insidious. The Joint Committee is opposing two giant billion dollar corporations, Zenith and RKO General, who are working hand in glove to obtain approval from the FCC to inaugurate a country wide system.

"With the exception of the Hartford, Conn., experiment, we have no pay tv anywhere in this country as of the moment. It might very well be within the realm of probability that a rule making procedure may be granted by the FCC for the purpose of permitting anyone who has any interest in this application to present views—pro and con—on this very vexing problem so dangerous to our industry. Some of you have become very much encouraged, and, from all indications, rather complacent when you read that Dr. Joseph Smith, president of Oxtoby-Smith, Inc., made an extensive survey and undertook an exhaustive study of the pay tv operations in the U. S. and Canada.

"The conclusions reached as the result of this massive effort can be summed up in the following manner. Pay tv has not succeeded. None of the three systems, Hartford, Los Angeles, and Toronto, generated or sustained substantial audience response and none showed any promise of so doing. Indeed, there is considerable doubt that the entire concept is a viable one.

"Subscribers do not really want culture or uplift from pay tv, but rather they regard it as another form of entertainment. The last portion of this survey is the one that strikes at the roots and real danger of breaking down at this late date. I should like to call your attention to an ad which appeared on Aug. 1 in the Hartford Courant, Hartford, Conn., placed by RKO-General. In connection with this pay tv situation, I wonder how many of you have booked or will book what appears in this ad. During the month of August, pay tv in Hartford had the following bookings: 'Von Ryan's Express,' 'Yellow Rolls Royce,' 'Train,' 'Marriage Italian Style,' 'McHale's Navy,' 'Monkey's Uncle,' 'Clarence, Cross Eyed Lion,' and 'Third Day.' In addition, a live stage show starring Tallulah Bankhead was televised from the Mt. Tom Playhouse in Holyoke, Mass. I am wondering what your reaction to this would be if you still have not played this product and pay tv enveloped your town as it is doing in Hartford.

Charlton Heston, left, star of 20th-Fox's "The Agony and The Ecstasy," is seen with a model wearing two items inspired by Renaissance fashions in the film, and Jonas Rosenfield, Jr., 20th-Fox vice-president and director of advertising, publicity, and exploitation, at a presentation held for fashion editors in the Hotel Pierre, New York.

"The dangers of blind bidding, sneak previews, competitive bidding, saturation bookings, clearance and runs are miniscule compared to what can happen to you if the Zenith application is approved. Too many times have I appeared at meetings in every section of the country pleading and cajoling my exhibitor friends to open their minds and their pocketbooks to the dangers confronting them. Some of you, I am glad to say, took seriously these storm warnings, and because of you we have been able to keep pay tv harnessed. However, due to the passage of time and the good summer business, not too much effort has been exerted to insure for the future of your business.

"The finger in the dyke is now smaller, the hole is getting larger, and the walls are beginning to crumble. When and if the avalanche comes, the flow of product to pay tv will be so great that the overwhelming majority of exhibition will be inundated and swept under. Please believe me when I tell you that when bigger and better grosses from film rentals can be obtained by distribution than they can get from the theatres, no amount of crying or resorting to past loyalties will make any difference. They will go where the dollar flows.

"The associated by-product of free tv is CATV. Today there are more than three and one half million viewers in one million two hundred thousand homes serviced by 1,300 systems producing a 50 million dollar a year business. This industry was potentially dangerous to your interests and has been the subject of intensive struggle between the broadcasters and the CATV proponents and the theatre.

"The ramifications of this parasitic industry are so great and so complex that Congress and the FCC are in a bind as to whether or not this industry should be regulated. Incidentally, we may have opened a Pandora's box when we urged the Small Business Administration to cover the entertainment field.

"Only yesterday, a $60,000 loan was granted to a CATV system in Kentucky to erect a plant. In all probability, this was the total cost. Wherever we have opposed a CATV application to prevent its use for pay tv purposes, we have been successful. Another obstacle has arisen which has slowed down this growing industry. United Artists Corp. has instituted a suit to compel CATV operators to pay a royalty because of copyright infringement on all product going over the air. This is viciously fought by the NACT, and this question has yet to be determined. We will continue our efforts to obtain a final determination on pay tv no matter where the jurisdiction lies. We will appear before the FCC, the courts, and in Congress to outlaw a grab of the airwaves. TV is free and it should remain so. I do not want to leave any impression that we have in any manner whatsoever conceded any point to pay tv or to CATV. We have set a policy in the Joint Committee of trying to eliminate pay tv, and we have never deviated therefrom. We will continue to oppose CATV applications unless there is a prohibition against its use for pay tv purposes. We can only do this if you will help us, and by help we need your financial support."

Carl Goldman, executive secretary and legislative counsel, TONE, reporting on the tax situation in Massachusetts, said that the film industry is exempt from Gov. John A. Volpe's three per cent sales tax proposal, exempting admissions, film rentals, concessions. The alternate tax proposal by the Democratic party also exempts film rentals and admissions, Goldman said. He pointed out that the House Ways and Means Committee in Massachusetts reported another tax measure which would reimpose an admission tax that the Federal government is removing.

TONE president Malcolm C. Green, making the opening address, reported:

"The final complete repeal of the admissions tax and the freedom from prior censorship recently won in Rhode Island are major victories for theatremen everywhere and could not have been accomplished without effective trade associations. However, much remains to be done. Our censorship battles

(*Continued on page* 30)

"Bedford Incident" To Bow At Four Naval Centers

NEW YORK—Four points on the United States Navy's compass marking the nation's most important naval centers at New London, Conn., San Diego, Calif., Corpus Christi, Tex., and Norfolk, Va., will be launching sites for the world premiere of James B. Harris' "The Bedford Incident," starring Richard Widmark and Sidney Poitier, it has been announced by Columbia Pictures.

Successive premiere dates between Oct. 11 and 21 will signal the "full steam ahead" publicity activity planned by Columbia to focus national attention on the unique cost-to-coast premieres. The initial premiere date for the film is set for Oct. 11 at the Garde Theatre, New London, the nation's atomic submarine center.

Following the New London premiere, "The Bedford Incident" will bow at Norfolk's Norva Theatre Oct. 13. Extensive radio-tv and newspaper publicity activity is planned for James B. Harris, director, who will attend the opening.

Naval and local promotion activity will reach a peak at the Corpus Christi premiere, where the film will open at the Centre Theatre Oct. 21. Top feature of the premiere will be luncheon attended by local dignitaries and high-ranking military officers.

Rounding out the coast-to-coast succession of "Bedford Incident" premieres will be the Oct. 20 opening of the film at the Spreckles, San Diego.

Paramount Names Gillis Midwest Division Manager

NEW YORK—Simultaneously with the establishment of a new sales division covering the midwest, Charles Boasberg, general sales manager of Paramount Pictures, has designated Herb Gillis to head the unit with the title of midwest division manager. The new sales division consists of the Chicago, Detroit, Cleveland, Indianapolis, and Milwaukee territories. Gillis will headquarter in New York since, in addition to his new post, he will continue to head Paramount's department for the acquisition and sale of short subjects.

The new midwest division, according to Boasberg, was created to better handle the expanding activities of Paramount. Its creation will enable more in-depth servicing of accounts in the territory, greater supervision of the marketing activities of Paramount in the area, and, in general, will facilitate a more effective handling of the company's growing product lineup.

Gillis moves to the new post from that of U. S. and Canadian sales director for special attractions. In that capacity, he directed sales and bookings for Paramount's major productions, working under Boasberg's supervision. He joined the company's home office staff in December, 1963, as sales manager for "The Fall of the Roman Empire," having been associated with Paramount since 1950. Prior to transferring to New York, he was a regional sales manager headquartering in Washington.

In addition to the newly-formed midwest division, Paramount will continue to maintain five other sales units, the eastern, western, southeastern, southwestern, and Canadian divisions.

D. C. Crime Bill Okayed

WASHINGTON, D. C.—Following congressional approval of an omnibus crime bill for the District of Columbia, the nation's capital appeared set for the toughest anti-obscenity laws in the nation.

Senators Robert F. Kennedy, Democrat, New York, and Joseph D. Tydings, Democrat, Maryland, objected to the anti-obscenity section of the bill on grounds that it might be unconstitutional. However, their objections to this and to other sections was swept aside in an 86-7 vote.

House and Senate must still agree on differences between versions of the overall omnibus bill as it passed the two chambers.

Vast Schine Theatre, Real Estate Holdings Sold To Realty Equities

ALBANY—Announcement in New York City by Realty Equities Corporation that it planned to buy the vast holdings of J. Myer Schine and his family (he is board chairman of Schine Enterprises, Inc.) for $75 million, received a play in Albany papers and caused surprise in industry circles.

The 77-year-old magnate had seemed to confirm in late July the fact that Lawrence A. Wien, New York attorney, and Harry B. Helmsley, New York real estate operator, had bought the Schine theatre, hotel, land, and other properties—which he valued at $150 million—for some $60 million over mortgages.

However, Schine characterized as premature the Wien-Helmsley announcement. No contract had been signed because "fundamental differences" blocked the transaction.

A spokesman for Wien and Helmsley had subsequently stated it might take two months to clear title to all the Schine holdings, involving "approximately 150 corporations."

After news of the deal with Realty Equities arrived here, Morris Karp, president of Realty Equities, could not be reached. Schine also was not immediately available, his New York City home reporting he was "somewhere in California," Albany Times-Union reported. The morning paper added that reports "were current in the real estate business" that Schine cleared up the "defaults on some properties that had been foreclosed."

One source, according to Times-Union reported Schine "had deposited $10 million and issued some 2000 checks in the last day or so."

The deal announced by Realty Equities appeared to include the same holdings that Wien and Helmsley had agreed to acquire.

Karp was quoted to the effect that his company would concentrate on the Florida and California holdings—3,000 acres of ocean front at Miami and Boca Raton and a large estate at Ocean Ridge, and the Ambassador Hotel in Los Angeles. Other properties—11 hotels and motels, radio station WPTR, Albany, 62 motion picture theatres, and a community antenna television system in Massena, would probably be sold.

Wien, quoted as saying his attorneys and Schine's had been working for eight weeks on a contract, greeted the news of the sales agreement to Realty Equities thus: "This comes as a great shock to me and Mr. Helmsley, but we will survive."

Schine regretted the premature announcement of July 19, saying "fundamental differences" blocked the sale. Some financial observers thought the differences might have included employment of Schine's sons, David and Richard, and disposition of family quarters in various hotels.

A spokesman stated Realty Equities will operate the Ten Eyck Hotel. Schine's present plans for the State St. properties, acquired in an announced expansion of the Ten Eyck, were not immediately clear. WPTR seems destined to be sold. Also apparently earmarked for resale are 60 film houses, operated in five states by Schine Enterprises from home offices at Gloversville. It was in that city that J. M. and his brother, the late Louis W. Schine, laid the foundation for their empire, with the conversion of an upstairs roller skating rink into the Hippodrome Theatre almost 50 years ago.

Italian Film Tops Venice; Heads for N. Y. Festival

VENICE, ITALY—The Golden Lion of St. Mark was awarded "Vaghe Stelle dell' Orsa" at the 26th Venice Film Festival. The Luchino Visconti film will be shown under the title of "Sandra" at the New York Film Festival. It is a Royal Films International release.

Other Venice award winners include Annie Girardot, who received the Volpi Cup for the best performance by an actress in "Trois Chambers a Manhattan," a French entry, and Toshiro Mifune, who received similar honors in the acting category for his work in "Akahige" ("Redbeard").

The special Venice jury prize was split between Luis Bunuel's "Simon del Desierto" and Russia's "I Am 20 Years Old."

Para., Embassy Answer Carroll

HOLLYWOOD—In answer to allegations in a complaint by Carroll Baker, Paramount Pictures and Embassy Pictures do not concede that a seven-picture agreement had been concluded with the star.

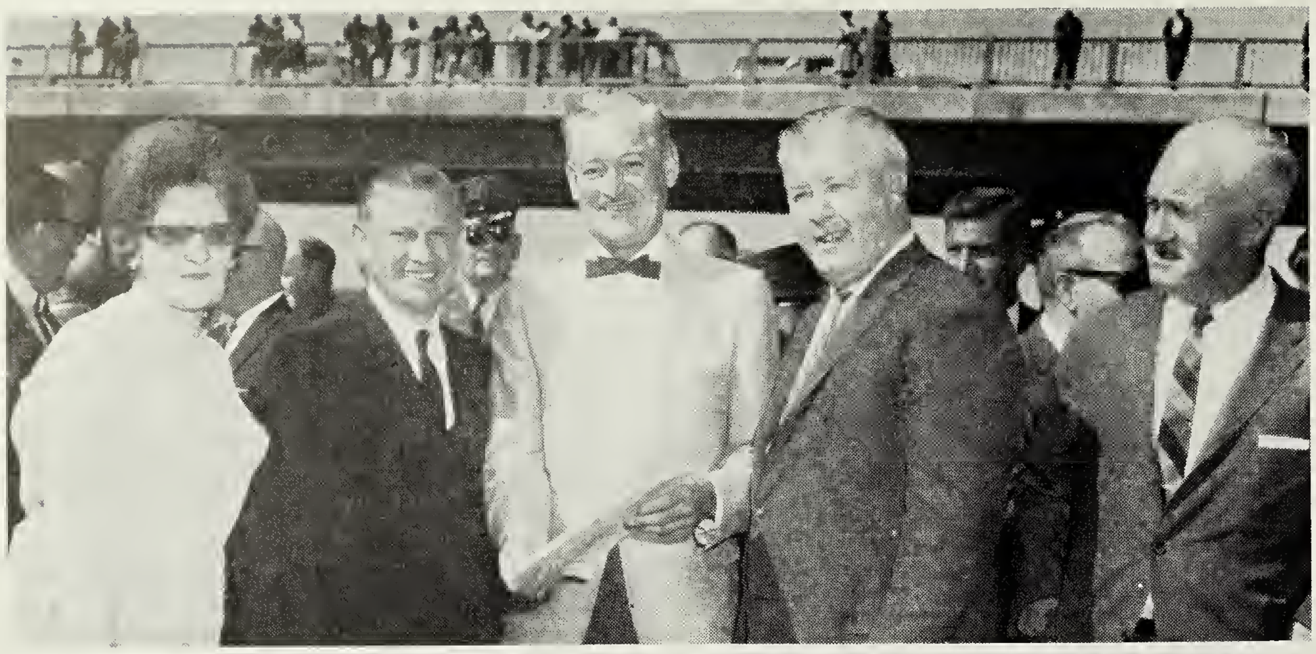
The answer to the complaint filed in New York Supreme Court admits that there were negotiations, but claims that no agreement had been entered into. The Paramount-Embassy answer also denies that any agreement had been made to star the actress in "Tropic of Cancer." The latter issue appears to be the main basis for Miss Baker's suit.

The next step scheduled at this time is for Paramount and Embassy to obtain a deposition from Miss Baker.

WB Dividend Set

NEW YORK—The board of directors of Warner Bros. Pictures, Inc., declared a dividend of 12½ cents per share on the company's common stock, payable Nov. 5 to stockholders of record on Oct. 8.

The Variety Club of Great Britain recently tendered a dinner to Jay Emanuel, publisher, MOTION PICTURE EXHIBITOR, during his trip to England. Seen, left to right, are Jim Carreras, Variety Clubs International chief barker; Emanuel; C. J. Latta, Variety Club International officer and managing director of Associated British Pictures Corporation; Sir Billy Butlin, M.B.E., Variety Club elder statesman; Kenneth Rive, chief barker, Variety Club of Great Britain, and managing director, Gala Film Distributors; Nat Cohen, elder statesman, VCGB, and Anglo Amalgamated Productions chief; Mrs. Emanuel; and Jock MacGregor, MOTION PICTURE EXHIBITOR London editor.



Shown at ceremonies marking opening of new 52 mile stretch of highway passing Redstone Theatre's deluxe twin, Showcase Cinemas, in Lawrence, Mass., are Mayor Ellen Sampson of Lowell; Mass. Governor John Volpe; John G. Corbett, Showcase Cinemas managing director; Mayor John F. Buckley of Lawrence; and Nick Callahan, alderman, Lawrence.

IA Elects New Officers As Veteran Exec. Retires

NEW YORK—Harland Holmden, general secretary-treasurer, International Alliance of Theatrical Stage Employes, will retire at the end of October. He will be succeeded by John A. Shuff, Akron, Ohio, now third international vice-president.

In making the announcement, I.A.T.S.E. president Richard F. Walsh declared that Holmden, during 50 years as a union officer, "has played a most significant part in bringing to the organization the strength and financial stability it enjoys today." Between 1931 and 1953, at which time he was first elected to his present office, he served as an international vice-president and assistant international president. In addition, he was business agent of Cleveland Moving Picture Machine Operators Local 160 for 37 years.

Shuff, who will take over Holmden's duties as general secretary-treasurer on Nov. 1, was chosen for that office at a meeting of the I.A.T.S.E. general executive board in Miami Beach, Fla. As an international vice-president, he has been on special assignment in the Miami area during much of the past two years, directing an organizing drive in the film studios, theatres, and hotels. He also is business agent of Akron Local 364.

Two other new international officers were elected. John Horohan, member of New York Stage Employes Local No. 1 since 1938, succeeds the late James J. Brennan as a vice-president. He has been chairman of the local's board of trustees and served five years as television business agent.

Winfield H. White, Jr., business agent of Local 309, Newport, R. I., since 1928 and also its president since 1936, was elected to fill the unexpired term of the late William C. Scanlan as an international trustee.

Three Newspapers Honored With Boyd Martin Awards

MEMPHIS—The Press-Scimitar (local afternoon Scripps-Howard newspaper) had its amusements pages named the best in the nation among papers in the 100,000 to 250,000 circulation category. The Motion Picture Association of America, sponsors of the Boyd Martin Motion Picture Page Awards, granted the Press-Scimitar as winner the privilege to select a college or university to receive a $500 scholarship, as well as a plaque. The scholarship will go to a Memphis State University student. The page is edited by Edwin Howard, who writes the column, "The Front Row." Other features are Hedda Hopper's "Looking at Hollywood"; the Current and Coming Shows column which appears each Wednesday with cast lists and brief synopses of first-run movies, and Times of Shows, audience classifications, and feature times for Memphis' first-run theatres. In recent months, Howard's column has been datelined New York, Hollywood, London, Paris, Salzburg, Rome, and such out-of-the-way places as Cheyenne, Wyo., and Weekiwachee Springs, Fla.

Boyd Martin, for whom the award was named, was amusements editor of the Louisville Courier Journal when he wrote his first movie review of "The Great Train Robbery" in 1919. He spent a half century as film critic and editor.

The 1965 awards were the second given. Other winners were The Detroit Free Press (among papers with more than 250,000 circulation) and The Deseret News of Salt Lake City (among papers with less than 100,000 circulation). The first year winners were San Francisco Chronicle, San Diego Union, and the Patriot-Ledger. The Press-Scimitar was runner-up in 1964.

Martin Joins Fox In Africa

NEW YORK—Geoffrey G. Martin has been appointed director of publicity and advertising for the 20th Century-Fox Organization in South Africa, it was announced by Jonas Rosenfield, Jr., 20th-Fox vice-president and director of advertising, publicity and exploitation, and Roger Berry, Fox Theatres, South Africa (PTY).

Martin, who will be based in Johannesburg, will supervise advertising and publicity for all of the vast Fox complex of interests in South Africa, including production, distribution, exhibition, and merchandising activities.

Martin has resigned from Rank.

The WILL ROGERS HONOR ROLL *of* CIRCUITS

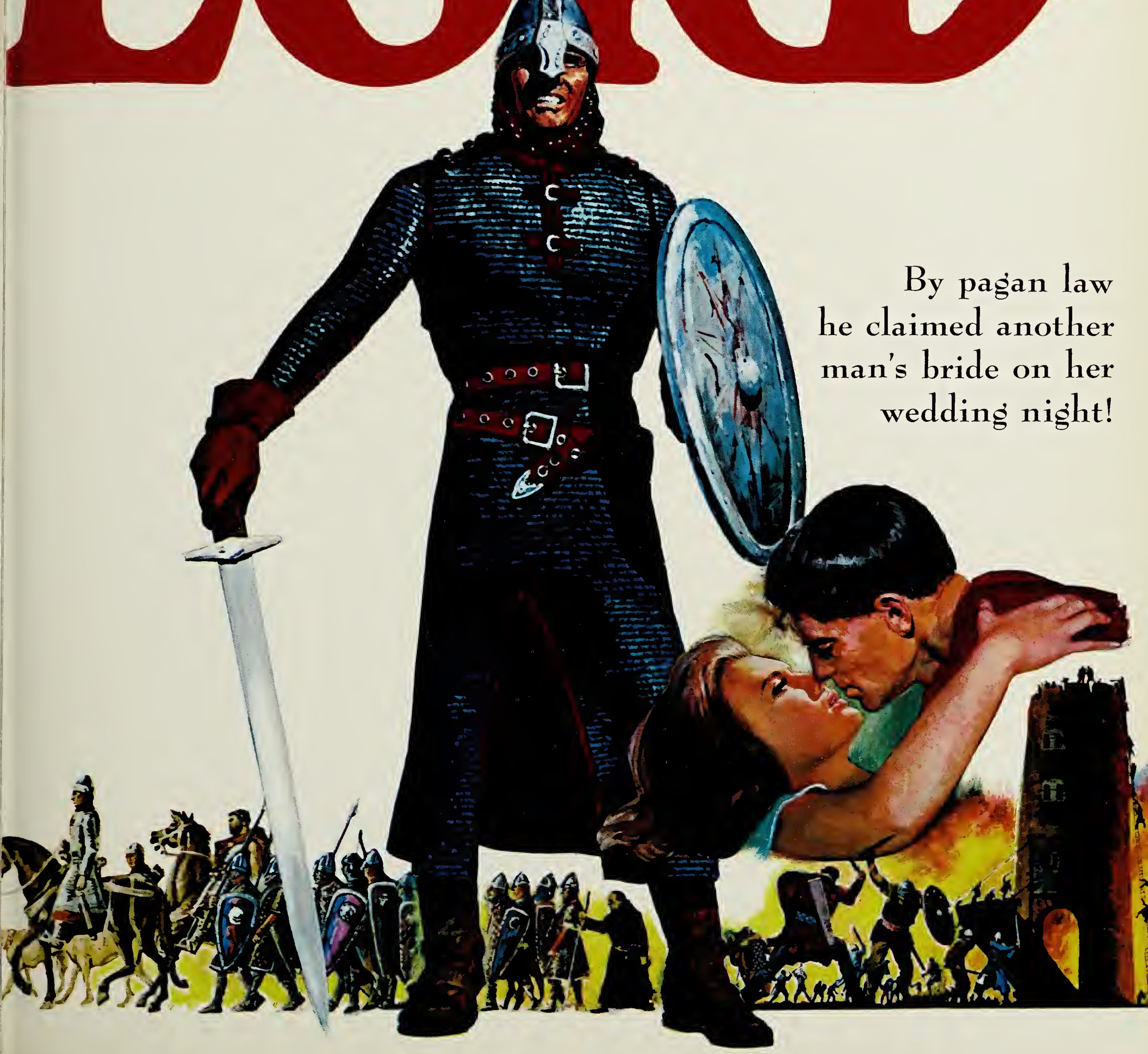
As of Sept. 3, these 124 circuits are participating in the Will Rogers Audience Collection:

Columbia Amusement; Irving Dollinger; New Hyde Park, Inc.; Brandt Theatres; Matson Theatres; Loew's Theatres; Milgrim Theatres; Wilson Theatres; Chertcoff Theatres; Adelman Theatres; Acme Theatres; Sylvan Leff Theatres; Thornton Theatres; Stanley Warner Theatres; Skouras Theatres; United Artists; Randforce Amusement; Graphic Theatres; Hollywood Amusement; Budco Theatres; Intermountain Theatres; J & F Theatres; Interboro Theatres; Stiefel Theatres; Nevada Theatres; Redstone Theatres; Florida State Theatres; Chakeres Theatres; Prudential N.Y. Theatres; R.K.O. Theatres; Jamestown Amusement; Rowley United; Schine Theatres; Brotman & Sherman; John C. Bolte Theatres; Kallet Theatres; Iselin Theatres; Empire Cinema; Upstate Theatres; E. M. Ellis Theatres; Associated Theatres; Brecher Theatres; Ventnor & Wieland Theatres; Pearlman & Kaufman Theatres; Community Theatres; B. S. Moss Theatres; Walter Reade-Sterling; Rugoff Theatres; Cinema Art Theatres; F & A Theatres; Southern Amusement; Hecht Theatres; Century Theatres; Penn Paramount; B. K. Publix-Great States; AB-PT; Malco Theatres; Associated of Pittsburgh; Frisina Amusement Co.; New England Theatres; E. M. Loew Theatres; L & D Theatres; Interstate Theatre Corp.; Interstate-Texas Consolidated; Statewide Theatre Corp.; Klein Theatres; W. O. Bearden Theatres; Jefferson Amusement; Cole Theatres; Pitts Theatres; Switow Theatres; Cooper Theatres; Commonwealth Theatres; Wolfberg Theatres; Consolidated Theatres; Monessen Theatres; H. B. Meiselman Theatres; Decar Theatres; Fabian Theatres; Trans-Texas Theatres; Kerasotes Theatres; Tri-States Theatres; Cinema Circuit; Paramount Gulf; General Cinema; Ross Theatres; Ted Mann Theatres; Peasley Theatres; Wilby-Kincey Theatres; Stewart-Everett Theatres; American Theatres; Brewer Theatres; Springer Theatres; Durwood Theatres; Gulf States; Collier-Jackson Theatres; Co-Operative Theatres of Cleveland; Delta Theatres; Hellman Theatres; Evergreen Theatres; Nutmeg Theatres; Perakos Theatres; Royal Theatres; Slotnick Theatres; Selected Theatres; Skirball Theatres; General Theatres; Broumas Theatres; Armstrong Theatres; Co-operative Theatres of Pittsburgh; Reinhardt Theatres; Y & W Theatres; Bloomer Amusement; Arthur Enterprises; Wehrenberg Theatres; Sero Amusement; Dipson Circuit; Stern Theatres; Neighborhood Theatres; Apollo Theatres; Snider Theatres; Atlantic Theatres; Beacon Theatres; Boyd Theatres.

MGM Declares Dividend

NEW YORK—The board of directors of Metro-Goldwyn-Mayer, Inc., voted the regular quarterly dividend of 37½ cents per share, payable on Oct. 15 to stockholders of record Sept. 17.

The WAR LORD


By pagan law
he claimed another
man's bride on her
wedding night!

Towering Above All Adventures

of the Flesh... the Sword and the Soul!

UNIVERSAL PRESENTS

Charlton Heston · Richard Boone

The WAR LORD

Technicolor® · Panavision®

co-starring

ROSEMARY FORSYTH · GUY STOCKWELL

NIALL MacGINNIS · HENRY WILCOXON · JAMES FARENTINO

ALSO STARRING

MAURICE EVANS

Screenplay by JOHN COLLIER and MILLARD KAUFMAN Based upon the play "THE LOVERS" by LESLIE STEVENS

Directed by FRANKLIN SCHAFFNER · Produced by WALTER SELTZER · A Court Production · A Universal Picture

FROM UNIVERSAL
FOR THANKSGIVING RELEASE

PENNA. CENSOR BILL

(*Continued from page 12*)

towering masterpieces."

"In the long run, it is not the subject matter but the treatment that counts. And it is with treatment that the Code operation is fundamentally concerned."

McCutchen, associate in the MPAA community relations department, explained what the organized industry is doing to help develop a better informed public that can more effectively select films for their particular interest. McCutchen in his opening remarks said: "We firmly believe that in a democratic society such as ours it is the inalienable right of the individual to make his own selections. Acknowledging this, then, we recognize that to make this possible, the film industry itself must assume some share of the responsibility for providing information about film content, and making it easily available to citizens everywhere."

He then pointed out step by step some of the things that the Motion Picture Association is doing in this area: "The problem remaining then is one of education of the public so as to prepare them to live constructively in the presence of this exciting medium of entertainment and communications.

"These, then, are the reasons why the MPAA is actively striving to: (1) Supply information about the content and treatment of movies; (2) Acquaint the public with the sources of film information and how to use them; and (3) Develop more appreciative audiences which will in turn, seek the very best in film entertainment."

Academy Committees Set

HOLLYWOOD—Membership of the Sound Effects Award Rules and Special Visual Effects Award Rules committees were announced by the Academy of Motion Picture Arts and Sciences.

This brings to 18 the number of special committees organized by Arthur Freed, president. They will meet throughout the 1965-66 year on various aspects of Academy activity.

Sound Effects Award Rules Committee—Gordon E. Sawyer, chairman; John O. Aalberg, Hal Barns, Peter Berkos, Robert L. Bratton, Robert O. Cook, James P. Corcoran, George Dutton, George R. Groves, Joseph C. Henrie, Fred Hynes, Richard S. Jensen, John W. Logan, Milo B. Lory, Franklin E. Milton, Charles Rice, Keith W. Stafford, Josef E. von Stroheim, Waldon O. Watson, Samuel Woodward.

Special Visual Effects Award Rules Committee—Farciot Edouart, chairman; L. B. Abbott, Darryl Anderson, Howard Anderson, Jr., Howard Anderson, Sr., Roland Anderson, Tim Baar, John Bendowski, Saul Boin, Dick Bond, Larry Butler, Wah Chang, Carroll Clark, Buddy Cohen, Mark Davis, Linwood Dunn, Peter Ellenshaw, A. Arnold Gillespie, Don Glouner, James B. Gordon, Sol Halprin, Roswell A. Hoffman, Theobold Holsopple, Ub Iwerks, J. McMillan Johnson, Hans Koenekamp, Leo E. Kuter, Paul Lerpae, Louis Lichtenfield, Cecil Love, Sid Lund, Fred Ponedel, Irmin Roberts, Carroll Shepphird, William Wade, Gene Warren, William L. Widmayer.

Garfinkle To Filmack

CHICAGO—Bernie Mack, president, Filmack Trailer Company of Chicago, announced the appointment of Louis Garfinkle as controller and assistant to the president.

The NEW YORK Scene

By Mel Konecoff

OVER 600 EXECUTIVES FROM THE ENTERTAINMENT INDUSTRIES GATHERED at a membership luncheon sponsored by the New York Variety Club, Tent 35, at the Hotel Astor to pay tribute to Leonard H. Goldenson, president, American Broadcasting Companies, for his "outstanding record of achievement in the sphere of human compassion and especially in the area of child assistance." An engraved momento on which was inscribed the credo of Variety was presented by ex-chief barker Harold Klein, serving as luncheon co-chairman along with Si Seadler.

A $10,000 Sunshine Coach, specially-constructed vehicle used to transport handicapped children, was presented to Goldenson, who accepted it on behalf of United Cerebral Palsy. The Coach was donated to the tent by producer-distributor Eliot Hyman and was presented in his absence by Jeremy Hyman.

Chief barker Jack H. Levin introduced an impressive dais of 60 in the Grand Ballroom, where the Coach was also on display. Levin also accepted the Variety Membership Award voted Tent 35 at the recent international convention in San Francisco. Prominent attorney Louis Nizer was principal speaker, and he lauded the outstanding efforts and extraordinary energies of Goldenson, who stood ready to help the less fortunate.

Goldenson accepted the honors of the day after paying due credit to others around him and especially Mrs. Goldenson, who insisted on trying to help children with palsy especially after their own daughter fell victim to the affliction. Variety, too, came in for its share of praise for offering aid to children everywhere.

Entertainment was provided by Al Kelly and comedian Jackie Vernon.

Aboard the double dais were Charles Alicoate, Herbert L. Barnet, Charles Boasberg, Samuel H. Clark, Jimmy Dean, George Dembow, Ned Depinet, Irving Dollinger, B. J. Edele, Ed Fabian, Si Fabian, Ed Feldman, Nat Fellman, William Fineshriber, Dave Garroway, Claude Giroux, Morey Goldstein, Eydie Gorme, Salah Hassanein, Jack Hausman, Bill Heineman, Mrs. Estelle Horwitz, Hyman, Rube Jackter, Leo Jaffe, Kelly, Klein, Steve Lawrence, Morris Lefko, Levin, Irving Ludwig, Harry Mandel, Michael Mayer, Ira Meinhardt, Nat Nathanson, Nizer, Robert O'Brien, James O'Gara, Arnold Picker, Eugene Picker, Sam Rinzler, Norman Robbins, E. David Rosen, Sam Rosen, Harold Roth, Leslie R. Schwartz, Seadler, Edward Seider, Simon B. Siegel, Spyros P. Skouras, Charles Smakwitz, Morris Strausberg, Joe Sugar, Jim Velde, Vernon, George Weltner, Father William Shelley, and Rabbi Ralph Silverstein.

A MATTER OF MAGNITUDE: ALTHOUGH "THE WAR LORD" WON'T BE ROADshown, according to producer Walter Seltzer, it will receive the largest national advertising and promotion campaign in Universal's history. Roadshowing was not considered for the 4½ million dollar picture, which runs 121 minutes, because he felt that distribution along those lines has been overdone. Instead, the showcase method of getting a picture out is a much better arrangement and one that is more progressive.

The promotion of the film, which stars Charlton Heston, whose production company, Court Productions, owns a piece of it, started when principal exhibitors all over the world received a copy of the script and a letter from Heston. The 300 exhibitors from that point on were kept informed as to the film's progress.

Ten national publications will carry ads in October on the film, with the campaign slanted for the audiences of each. The women's group will get material pointing up the femme appeal; the action issues will be similarly angled for men and general audiences; etc. There is no limitation on the amount of money that will be spent to get the lure of the film across. There are even two sets of trailers, one selling action and the other romance, as well as two 10-minute color subjects with Heston, which should receive wide play on tv, on the club and association circuit, etc.

One of the heaviest newspaper mailing campaigns is in the works with mailings going out weekly and semi-weekly between now and Thanksgiving, the film's release date. The special requirements of each section are being catered to, and the combined circulations of the papers to be covered amount to more than 93 millions. Foreign and domestic efforts are being coordinated so that the effect will be felt worldwide.

Personal appearance tours will play an important part in the picture's promotion. For instance, Henry Wilcoxon will spend six weeks seeking out women's clubs, religious organizations, service groups, etc. Rosemary Forsyth will spend four weeks making the ladies' pages of the papers, radio, and tv. Heston will cross the country, stopping in major cities for newspapers, radio, and tv confabs. Newcomer Guy Stockwell (Dean's older brother) will visit universities and talk to school newspaper staffs, acting classes, etc., for three weeks. Richard Boone will work Hawaii and the Philippines. Maurice Evans will spend a week in the east talking to drama page writers. Nino Navarese, technical adviser and an authority on the Middle Ages and biblical times, who received an "Oscar" for similar chores in "Cleopatra," will be out on the road, as will bird and animal trainer Ray ("The Birds") Berwick, with some of the non-human stars of the film. Newcomer James Farentino will also contact school groups, etc.

Seltzer, who is a partner with Heston in Court Productions as well as a staff producer for Universal, opined that "The War Lord" had a plot that should satisfy the widest of audiences. The plot has Heston playing a village ruler, who claims a virgin on her wedding night in accordance with the pagan custom of the time.

We'll bet that all along you've been wondering about that name, Court Productions. It was named not after the judicial system but rather after Heston's preference for the tennis court. He lived eight minutes from the studio and used to rush home each lunch time to get in two sets of tennis after a quickie concentrated lunch. Asked if you had to play tennis in order to be a member of the film, Seltzer shrugged, "It helps."

(*Continued on page 30*)

LONDON Observations

By Jock MacGregor

"ONE OF THE MOST WONDERFUL EXPERIENCES OF MY LIFE" WAS JAY Emanuel's summing up of the dinner which International Chief Barker Jim Carreras and the executive board of the Variety Club of Great Britain hosted at the Mirabelle to honor him and Bella, his enchanting wife, during their brief visit. He was particularly delighted with the friendly informality, spontaneous gaiety, and gentle ribbing that punctuated the very sincere tributes for his work as a past chief barker of the Philadelphia Tent and unstinting editorial support in MOTION PICTURE EXHIBITOR.

In welcoming Jay and putting him in the picture about the London Tent, Jim diverged by breaking the news of an American honor for someone present. "By standing ovation and acclaim," he said, "the entire membership of Tent 1, Pittsburgh, had bestowed upon Sir Billy Butlin its first award of distinction as the International Personality of the Year for outstanding service in the field of charity and the fulfillment of the purpose of Variety." The presentation, which will be promoted as one of great significance, will be at the Mother Tent's annual banquet on Sunday, Nov. 28.

Jim went around the table introducing all present and explained our Variety contributions and business affiliations—Sir Billy, a past chief barker and Britain's top holiday camp promoter; Monty Berman, a past chief barker and celebrated theatrical costumier, whose wife, Sheila, has personally bought a Sunshine Coach for Israel; David Jones, past chief barker, international press guy, and publicity chief, Associated British; myself; Rex North, a past chief barker and top Daily Mirror columnist; Jack Klein, crewman and London chief, Max Factor; Dickie Pearl, crewman and Pearl, Dean, and Younger screen advertising contractors; Kenneth Rive, chief barker and head of Gala Film distribution, theatres, and productions; barker Brian Lawrence, Jim's right hand at Hammer Films; Sir Tom O'Brien, a past chief barker and theatre union chief; Nat Cohen, a past chief barker and Anglo Amalgamated chief; International Officer C. J. Latta, founder of the VCGB, a past chief barker, and managing director, Associated British Picture Corporation—"The man who got us into all this trouble," as Jim affectionately quipped.

Then all present had their say and Monty had cotton wool ready for Bella's delicate ears just in case anyone got carried away! Jay seemed genuinely amazed that so much was known about him here. Everyone, incidentally, paid so many compliments to CJ's inspiration, without which there would be Variety here and probably no revival in America—Sir Tom described him as a "great and faithful servant"—that when it came to his turn, he was obviously deeply moved and apologized to Jay, saying the tributes should have been only for him. In thanking Jim, Jay added his own tributes, said how now that he had got closer to the British barkers, he was all the more impressed. He all but promised to register for next year's convention in London.

Jim also revealed that Variety would close the year here in a blaze of glory and unprecedented royal recognition. Following the Sandown Variety Club Race Meeting, which had a slight fall in attendance through threatening weather, Princess Margaret will grace the Horse of the Year show in September, and The Duke of Edinburgh will attend the charity premieres of "The Agony and the Ecstacy" in October and "The Heroes of Telemark" in November.

JAY SAMPLED BRITISH SHOWMANSHIP AND PROMOTION WHEN HE ATTENDED Fred Thomas's dinner at Pinewood Studies for the sales chiefs of Rank's vast overseas distribution network, which will be handling Anthony Mann's "The Heroes of Telemark," starring Kirk Douglas, in the Eastern Hemisphere, and representatives of Columbia, which will distribute in America and the rest of the world. He was impressed with the infectious optimism, enthusiasm for movies, and common sense expressed.

All were in a celebratory mood. Not only had they all been delighted with the film which had just been screened for the first time and eagerly anticipated the next day's sales conference, but also the Rank Organization annual figures had been released that afternoon. These showed an amazing jump of $17,309,600 to $61,838,000 in trading profits. An increased dividend of 7.40 pence per ordinary share, against 6.89 pence is proposed.

It is not surprising that John Davis, the Rank chairman, was on top of the world. Indeed, I have never heard him in better form, and his speech, which is the subject of special editorial coverage was punctuated with enthusiastic ad libs about his faith in the cinema. I liked his comment after saying how glad he was that the gathering was at Pinewood as he could not think of a finer setting for a film conference than a film studio: "We make films here. We don't just talk about them." He repeated it later.

Fred Thomas and Anthony Mann also spoke, and the latter confessed that the most terrifying experience he knew was to see a picture which he had made with people for the first time. Had any of the diners who had not attended the screening cynically thought that they had heard a lot of sales talk, these notions were quickly dispelled by Rolf Stranger, former lord mayor of Oslo and Norway's top film man. He confided that his countrymen had been nervous about the project, but he was ecstatic about the result. It was a truly big picture, sobely made and a compliment to his country. All Norwegians, he added, would be very grateful for the way in which it tells people all over the world how nations behave.

JAY ALSO VERY MUCH ENJOYED THE BRITISH REVIEWS OF "WHAT'S NEW Pussy Cat." With odd exceptions, they were most favorable, and a number of critics went out of their way to castigate their New York counterparts for narrow-mindedness, lacking a sense of humor, and generally misleading them! Some of the papers that carried downbeat quotes from American line services following the Broadway opening, published the more glowing tributes. In its first week at The Odeon, it broke the record by $840 despite a 12 theatre showcase suburban showcasing during part of the time. . . . The Venice Film Festival this year has put so much emphasis on art, the offbeat, and the unintelligible movie that even the high brow critics have complained . . . and it rained solidly to add to the punishment!

Ala Gov. Signs Bill For Film Classification

MONTGOMERY, ALA.—Governor George C. Wallace signed into law the state's film classification bill which presumably applies to films shown on television as well as in theatres.

It will apply only to Jefferson County, in which the city of Birmingham is situated, because of a population qualification.

Films will be classified by a reviewing board of seven members named by the city and county. Films classified as "adult" will have to be so designated when exhibited, and persons under 18 years of age are prohibited from viewing them. The juvenile offenders, rather than the exhibitors, are made liable to fines up to $25 for each offense under the law.

Hupp Named Ad Manager For West Side-Valley

SAN FRANCISCO—William E. Hupp has been promoted to advertising manager for West Side-Valley Theatres. Roy Cooper, general manager, is adding Hupp to West Side-Valley's main office staff and placing him in charge of circuit advertising. Hupp will also work closely with the booking and buying department, specializing in foreign films.

Pioneering foreign films on the San Francisco Peninsula, West Side-Valley now has three deluxe foreign film houses there, the Guild Theatre-Menlo Park, the Fine Arts-Palo Alto, and the new Twin Cinema-Belmont, with the Bel-Art making up the foreign film half of the duo.

Hupp has managed West Side-Valley's Park and Guild, Menlo Park, for the past seven years. Prior to coming to Menlo Park, he was district manager for John Hamrick Theatres in Portland, Ore. Before transferring to Portland, he was assistant to the district manager in Tacoma, Wash. where he started in the theatre business.

John Heathcote, who for the past two years has managed the Los Altos and Fine Arts for West Side-Valley, will now take over the Park and Guild, Menlo Park.

House managers appointed are Ged Dewey to the Park and Guild, Menlo Park, and Hal Smith to the Los Altos, Los Altos. Smith will also cover part of the duties at the Fine Arts, Palo Alto.

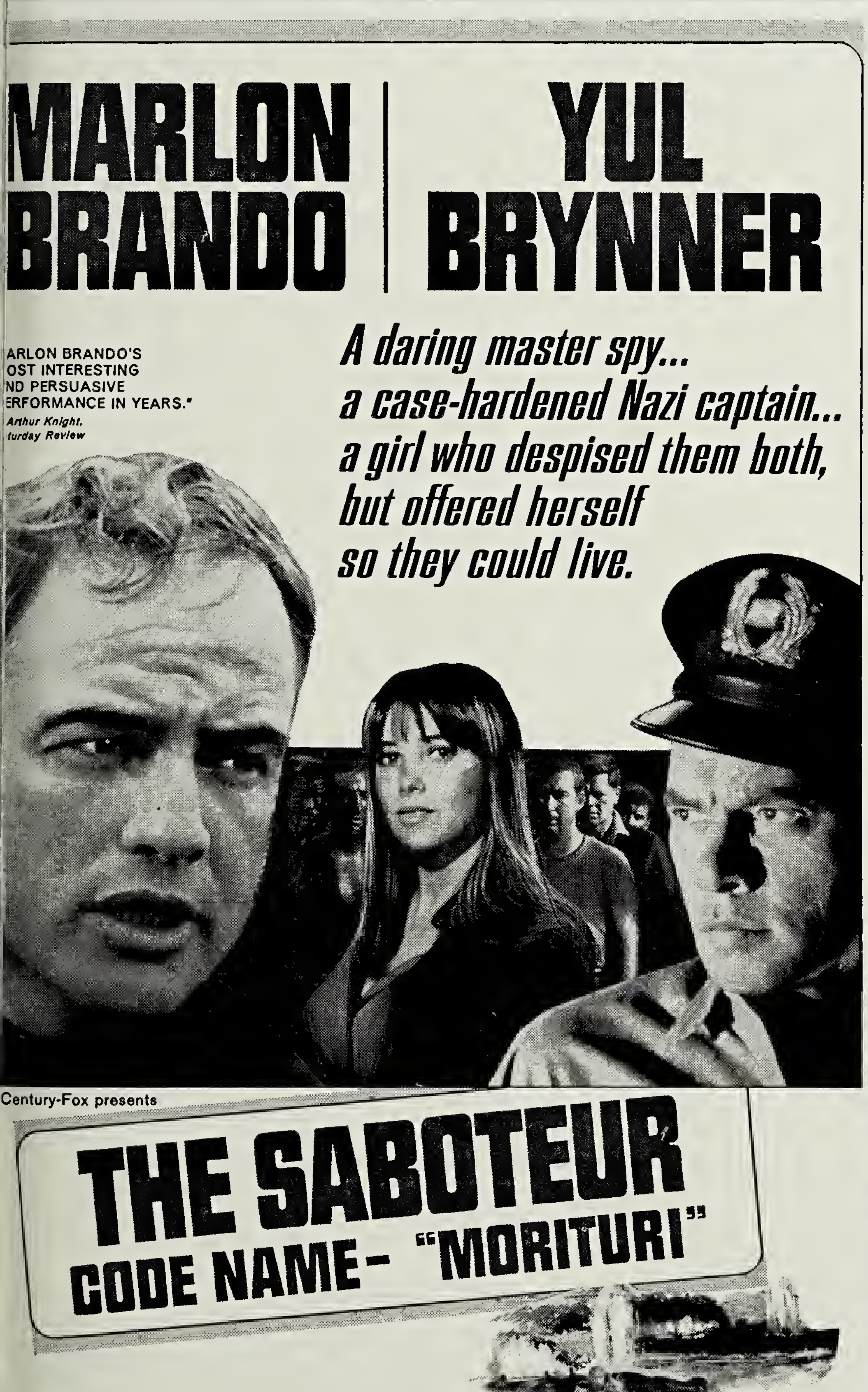
Embassy Sets Foreign Deals

NEW YORK—Joseph E. Levine's Embassy Pictures has concluded negotiations for the distribution of its feature films in Venezuela, Peru, Colombia, Panama, and Mexico, it is announced by Leonard Lightstone, executive vice-president.

The contracts were concluded in Caracas, Lima, Bogota and Panama by Joseph C. Goltz, Latin American supervisor for Embassy Pictures. This immediately followed Lightstone's record sales of the new Embassy product for many foreign countries at the recent Cannes Film Festival.

Embassy deals have been signed with Dr. Gonzales Ulivi, Empresa De Cines Unidos, S. A. in Caracas; Juan Barandiaran, International Films in Lima, Peru; Ricardo Canals, United Producers de Colombia, Bogota; Leo Green Film Agency, Panama; and United Producers, Mexico.

WE ARE SURPRISED AND DELIGHTED WITH THE OPENING WEEK BUSINESS OF "THE SABOTEUR" IN NEW YORK



MARLON BRANDO | YUL BRYNNER

ARLON BRANDO'S
OST INTERESTING
ND PERSUASIVE
ERFORMANCE IN YEARS."
Arthur Knight,
turday Review

A daring master spy...
a case-hardened Nazi captain...
a girl who despised them both,
but offered herself
so they could live.

Century-Fox presents

THE SABOTEUR
CODE NAME– "MORITURI"

An Aaron Rosenberg Production
Also Starring
JANET MARGOLIN
Guest Star
TREVOR HOWARD
as Colonel Statter

Produced by AARON ROSENBERG
Directed by BERNHARD WICKI
Screenplay by DANIEL TARADASH
Produced by ARCOLA-COLONY PRODUCTIONS, INC.

We opened the motion picture formerly called "Morituri" at Loew's State in New York Wednesday, August 25. It opened with a new title: THE SABOTEUR: Code name- "Morituri."

The result was the biggest non-holiday opening day at Loew's State in the last five years, with one exception: our own VON RYAN'S EXPRESS.

THE SABOTEUR opening day August 25–Loew's State:	**$6,109.00**
Opening week– Loew's State:	**$42,117.00**

20th CENTURY-FOX

ALBANY

Paramount eastern sales manager Hugh Owen and Buffalo manager Dan Houlihan joined with John Surfistino, recently appointed Albany branch manager, in an open house at the company's office in the RTA Building. Judy O'Brien was recently added as biller; and Dick Hayes, head booker, and Connie Fisher, manager's secretary, complete the local complement. . . . The Times-Union editorialized on the death of Leon M. Einhorn, local theatre, motel and church architect, who designed the Hellman Theatre and the Thruway Motor Inn, among other structures. . . . Van Curler Broadcasting Corporation, a Stanley Warner company, merged nine of the latter's theatre subsidiaries. . . . Herbert Schwartz, Columbia branch manager, was recently a patient at St. Clare's Hospital, Schenectady, where he received treatment for a troublesome neck condition. . . . Four film classics will be shown at the first international film festival in Bethlehem High School during the fall and spring on a subscription basis. In addition, a short, "Caution Children," written and directed by Gerry Herman, student at the school, with a local cast, will be shown. . . . Warners' "La Boheme" featuring the La Scala Opera Company, has been booked for the SW Strand, Fabian owned Proctor's in Schenectady; Proctor's in Troy; and SW Stanley, Utica, on the first wave of its release schedule in October. . . . An application was registered for reservation of the corporate name, American International Pictures Export Corporation with the Department of State.

BUFFALO

John Martina, Jo-Mor Enterprises, Inc., Rochester, was in for conferences with James J. Hayes, manager, Cinema, which has had a very successful summer season at the box office. Jim is a past chief barker of the Variety Club and active in all Tent 7 charity activities. . . . Dalton B. Burgett has lined up a great list of attractions for his Capitol, Dunkirk. Burgett is receiving many compliments from patrons on the renovations and redecoration of the Capitol. . . . Said Bob Sokolsky in a recent Courier-Express column: "The distribution of motion pictures in the Buffalo area has undergone a change over the last two years. Whether it has been beneficial to all in the local film industry is a controversial issue. Time was when downtown theatres had exclusive use of first-run films, and only after that did they move into the drive-ins and neighborhood houses. The pattern today is that while first-runs are playing downtown, the same films simultaneously may be showing on nearby neighborhood and suburban screens. This year, practically all local film exchanges have given in to the pattern of playing their first-run releases on a multiple basis. Ike Ehrlichman, Buffalo branch manager of Universal, explains, "As the population geographically shifts from city to suburbs, we move out pictures to the more densely populated areas. It's an economic fact of life in any business; go where the bulk of population is. Meanwhile, Frank Arena, city manager of Loew Theatres, the Buffalo and Teck, disagrees with current distribution methods. 'The booking pattern this year is way out of whack,' Arena says. 'We feel we still should have the first-runs exclusively, as in the past.' Although Arena claims multiple bookings 'may hurt us a bit' at the boxoffice, though not necessarily, he says, 'The pattern of film distribution isn't a healthy situation from the exhibitors' point of view. The exchanges should form a pattern as in the past so that we know who is running a picture from week to week and so would the public. Confusion comes in budgeting various expenditures.' " . . . The naming of new staff personnel and the announcement of additional plans for the Studio Theatre were revealed at a meeting of area actors, directors, and technicians. Studio personnel completed the move to the recently purchased Town Casino. A new executive assistant, George DiCenzo, has been named by executive director Neal DuBrock. Also named to the staff is Bob Motley, theatre designer. . . . Peter G. Becker, booker in the Batavia offices of the Dipson Circuit, is back on the job after a check up in the Millard Fillmore Hospital in Buffalo. Pete is property master of Tent 7, Variety Club of Buffalo, and son of Al Becker, Buffalo's first projectionist, who recently celebrated his 80th birthday. Al is still on the job as a part-time salesman at the National Theatre Supply branch. . . . Carl Schaner, managing director, Century, announces that his house will show Warners' "The Great Race" starting Oct. 13. The comedy will be presented on a regular schedule, non-reserved seat basis. "Those Magnificent Men in Their Flying Machines," now being shown at the Century, is attracting excellent business on a reserved seat, advanced price basis. . . . Jere Westergren, managing director, Colvin, invited the members of two Civil War commemorative societies to be his guests at the opening of "Shenandoah." . . . Sydney J. Cohen, recently elected fifth time president of the New York State Allied organization, has issued a plea to all theatre owners, whether they are members of Allied or not, to write to their congressmen and the members of the House Ways and Means Committee, urging them to defeat Bill HR 8282, which calls for increases in payment of unemployment insurance for workers and to help defeat the new minimum wage scale to rise in steps to $1.75 an hour. This, declares Cohen, could put many theatres out of business. . . . Blatt Bros. have taken over the Keller, Northeast, Pa., and will operate it weekends. Northeast is about 10 miles from Westfield, N. Y., where Blatt Bros. operate the Grand. Russell Patti, who manages the Grand, will supervise the operation of the Keller. . . . Charlies Funk, director of exploitation and publicity at the Buffalo exchange of 20th Century-Fox, is vacationing in California and is visiting many of the studios. Funk, a former managing director of the local Century, has been working on "The Agony and the Ecstasy," to be shown at the Schine Granada at Christmas time in Buffalo. It also has been booked by the Riviera in Rochester and the Squirrel Hill in Pittsburgh. On his return from his vacation, Funk will resume his tub-thumping on this production at the above three houses.

Boston movie magnate Ben Sack signs contract for the reserved-seat engagement of 20th-Fox's "The Agony and the Ecstasy," as John Peckos, 20th-Fox branch manager; Alan Friedberg, Sack Theatres general manager; and Harry Weiss, New England director of advertising and publicity for 20th-Fox, look on. The film will open at the Saxon following the run of Warners' "My Fair Lady."

CHARLOTTE

The Parkway, in the Parkway Plaza Shopping Center, Winston-Salem, N. C., opened Aug. 30. Constructed at a cost of $250,000, it has stereophonic sound and "lounger" chairs, with the seats staggered to present adequate sight-lines, the width varying from 20-23 inches. The rows have 44 inches between them to accommodate late arrivals and long legs. Carl Dobbins is manager. . . . The Carolina, Winston-Salem, N. C., recently denied entry to an unexpected and unwanted patron. An o'possum was found in the street foyer trying to get into the main lobby, and janitor Johnny Gerald was called to gingerly scoop it up and get it out of the building. . . . Fire, discovered at 2 a.m., caused considerable damage to the old Lyric building at Elkin, N. C. The blaze originated in what was the mezzanine, but A. O. Bryan, owner of the structure, said most damage was to business firms which occupied quarters on the ground floor. Firemen fought the blaze for two hours.

CHICAGO

James Davis, 36, an account executive for Modern Talking Picture Service, Inc., was drowned in a mishap to the Lorelei, a 26-foot sloop, entered in the 66-mile Columbia Yacht Club's George S. Harvey race. . . . The Carnegie has opened an art gallery in its coffee lounge. . . The Teatro del Lago closed Sept. 10 to make room for a new shopping center. . . . The Chicago International Film Festival will open November 4. . . . A 1,400 seat theatre is to be constructed in the northwest suburban village of Hoffman Estates as part of a new shopping mall. Completion is expected by September, 1966. . . . Clark Theatre is holding a film festival with the series including some 200 outstanding films present and past. Each day of the week two different films are shown. . . . David B. Wallerstein, president, B and K, announced that Warners' "The Great Race" will open at the State Lake early in October. . . . Richard Bernstein, son of Vic Bernstein, chief barker of Variety Club and Allied Artists exchange manager, was married to Maureen Shapiro of Evanston. . . . Mrs. Ruby D. Hejna, veteran member of NAC headquarters staff, retired after 17 years of service. . . . The Glenbrook, Fort Wayne, Ind., a new house being built in Glenbrook Shopping Center by Alliance Amusement Company, is scheduled to be opened by late summer, 1966. The 1,000-seat hardtop will feature a conference and party room for special groups, an art gallery, improved stereophonic sound, and 70mm projection equipment.

CINCINNATI

Interesting plans are afloat for the fall season throughout the Tri-State area, following a very good Labor Day week, which closed the summer season. General good weather aided the drive-ins, and a variety of good products made music at the boxoffices. . . . The Grand, now operated by Cincinnati Theatres, is closed with an opening date depending on the progress of the house renovations. . . . The circuit also closed Keith's after 73 years as an amusement center. The house is to be demolished as a part of the city's renewal project in the core area. . . . Cincinnati Theatres further reports the construction of its new suburban Princeton Cinema is progressing rapidly after being held up by a six-week labor strike. . . . Mid-States, Roy White, president, is rushing renovations on a number of its area theatres. . . . The Bein Interests, another extensive circuit, has about completed renovations of its properties. . . . Chakeres Theatres, headquartered in Springfield, O., has closed its house at Logan, O., for extensive remodeling under the direction of Nick Condello, building supervisor and real estate developer. When this project is completed, the Capitol, Frankfort, Ky., will undergo the same kind of remodeling. . . . Peggy Rebhan, secretary to Universal manager Al Kolkmeyer, and Jack Quigley, 20th-Fox sales representative, were married. . . . Terrance Frazier has been appointed manager, Chakeres house, Fairborn, O.

COLUMBUS, O.

In-Town auto theatre in suburban Whitehall has been sold by Monarch Theatres, Chicago, to Zayre's department store, effective Sept. 15. A large department store will be built on the site. James Corriveau, In-Town manager for the past four years, will become manager of a Monarch auto theatre in Joliet, Ill., on Oct. 1. . . . Phillip Stapp, film animator from New York city, said the arts "have sunk to a level of depravity unprecedented in all of human history" in a talk at the International Audio-Visual Conference at Ohio State University, sponsored by the National Council of Churches. . . . Northland Cinema has a tentative booking of "The Great Race" for mid-October. . . . Albert E. Armbruster, retired 97-year-old owner of the old Armbruster Scenic Studio, died at his home here Aug. 30. The Armbruster studio supplied stage scenery for virtually all local theatres. The studio was founded in 1845 by Matthias Armbruster, father of the late owner.

Dick MacDowell, member of the staff of RKO Palace for the past year, has been appointed assistant manager of the Grand Cinerama. Announcement was made by Frank Upton, division manager for Beacon Theatres. MacDowell succeeds Gary Green, who left to begin Army training at Fort Knox, Ky. . . . Harold Walton, assistant manager, Loew's Ohio, has been promoted to manager of Loew's Victory in Evansville, Ind. Glenn Woods has ben named to succeed Walton at the Ohio. . . . Two new skyscraper state office buildings are planned for Capitol Square in the heart of the downtown theatre district. A 20 to 25-story structure would be built at the southwest corner of Broad and High streets and another building to replace the present State House annex is planned. . . . A food market, several small service stores and an automotive service center will be part of the Zayre department store construction on the site of the In-Town auto theatre in suburban Whitehall. The In-Town, owned by Monarch Theatres of Chicago, closed Sept. 14.

DALLAS

Buena Vista Distributing Co., Inc., Walt Disney Productions, is occupying new local quarters. For the past 10 years the firm has been at 2017 Toung St., and is now housed at the Tower Petroleum Bldg. Buena Vista is the southwestern district office serving theatres in Dallas, Oklahoma City, New Orleans, and Memphis. Douglas Desch is district manager. . . . A full figure statuette of Will Rogers will be presented to the Women of the Motion Picture Industry office making the greatest contribution toward the sponsorship of a room at the Will Rogers Memorial Hospital this year. The Will Rogers Memorial Hospital-R. J. O'Donnell Research Laboratory Committee and Mrs. Mable Guinan, local chairman, have started the contest, and have secured the statuette from the Will Rogers Memorial of Claremore, Okla. The WOMPI Club of Dallas is one of 16 clubs in WOMPI International, and through the combined efforts of the members of the 16 clubs, WOMPI International sponsors a room at the Will Rogers Hospital each year in the amount of $2,000. . . . Six films will make up the series to be sponsored by the North Dallas Film Society at the Northaven Methodist Church. Season tickets are $5. The series opened with "Citizen Kane." Others include "Sawdust and Tinsel" on Oct. 1; "The Trail" on Oct. 29; and "Aren't We Wonderful" on Nov. 5. The film for the Oct. 15 showing has not been selected. . . . Rose Marie is scheduled to pay a visit to Dallas, and included on the agenda is a meeting to discuss the possibility of a Dallas premiere for the film she and Morey Amsterdam are shooting, "Don't Worry, We'll Think Of A Title Later." . . . Dallas' Trini Lopez, the singer, makes his vocal debut in "Marriage On The Rocks" which stars Frank Sinatra, Dean Martin, and Deborah Kerr, to open on Sept. 30 at the Palace. Lopez is seen in a special guest role in the film. . . . "Intern," by Dr. X, supposedly a local doctor writing about a local hospital, is scheduled to be made into a film with a possibility that scenes may be shot here. . . . William F. Cox, a former writer and military technical advisor for Paramount Studios, died here in a local hospital. He is survived by his wife, a son, and daughter.

DENVER

Nels Breke, who has been managing the Westwood, has been promoted to the management of the Gothic by Jack Flemming, general manager, Atlas Theatres. He is being replaced at the Westwood by Leonard Wade, former assistant manager at the Atlas Golden house. . . . The Leader Golf Tournament at the Limon Country Club, Limon, Colo., was won by Charles McCarthy, Lincoln, Limon, and he set a new course record by shooting a 64 for the 18 holes and then playing an additional nine in only 34. . . . Barney Shooker, Columbia salesman, has been visiting on Film Row after several weeks of hospitalization. . . . The Holly, Holly, Colo., which suffered a great deal of damage during the June floods that hit Colorado, has been completely renovated and redecorated. New seats and new screen have been installed and it has been reopened by Marvin and Muriel Ellis. They expect to operate on a two change a week policy.

DES MOINES

Plans for filming a full-length feature motion picture in Des Moines were announced by Russell S. Doughten, Jr., president of Heartland Productions, Inc., a newly formed Iowa film company. Doughton announced shooting of "The Hostage" will start in mid-October and will be based on a novel by Henry Farrell. Doughton, who has had extensive experience in the film industry, said announcements would be made later about the cast and future activities of Heartland Productions, which will be headquartered in West Des Moines. . . . Arrow Theatre Corp., Spencer, Ia., has filed an application with Northwestern Bell for a tv cable distribution system to be installed by the telephone company. . . . Marion Jochims has sold the Palace, Luverne, Ia., to Keith Berg, Minneapolis.

DETROIT

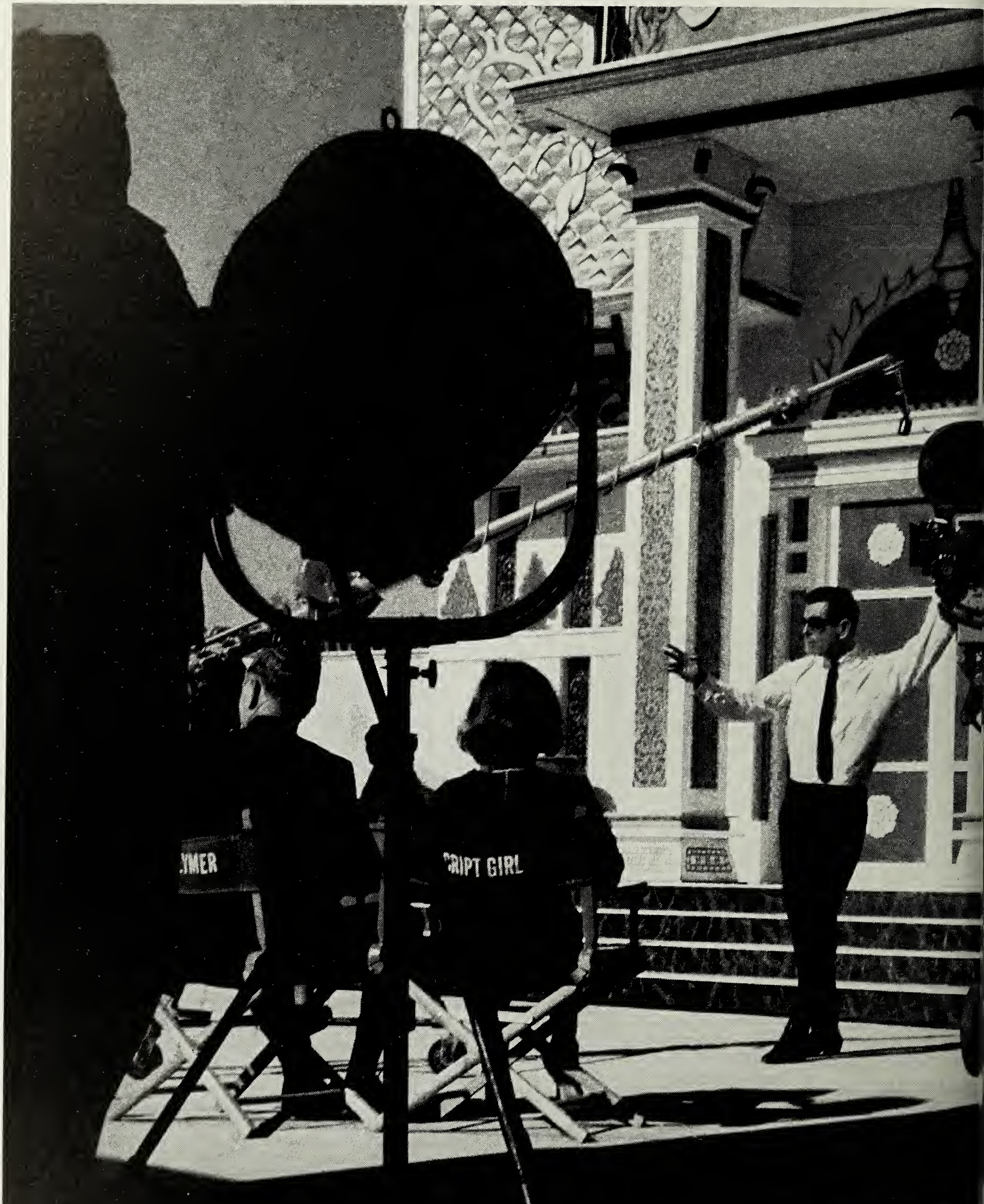
The Nicholas George Enterprises, which withdrew from the Cooperative Theatres of Michigan some time ago, will rejoin the state's largest buying and booking service. The houses involved are the Allen Park, Camelot, Mai Kai, and Grand Circus. Drive-ins are the Fort George, Michigan, Galaxy, and Jolly Roger. Handling the account will be Thomas W. Byerle, who is now engaged in buying and booking for George and Fred J. Sturgess, presently Coop buyer.

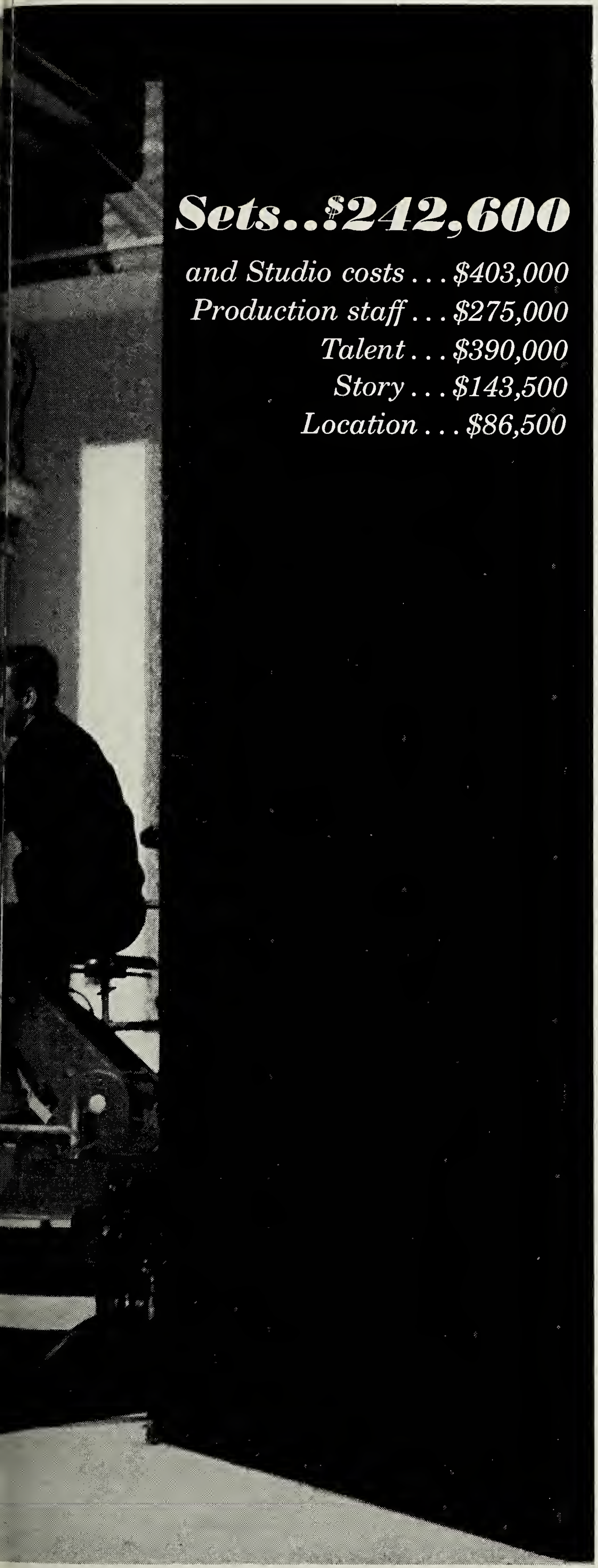
HOUSTON

Carter Film is sponsoring the local appearance of the King Family when it appears for a one night concert at the Harris County Domed Stadium. According to Ken Collins, representing Carter, a stage is being built in the stadium, 38 feet in diameter and four feet high, with four ramps. Special sound and lighting equipment is being installed for the Sept. 19 performance. . . . The Beatles movie, "HELP!" was shown on Saturday at 10 a.m. at Loew's State. . . . An advertisement is appearing on the amusement page of the local daily for an "experienced theatre manager wanted for a local d-i." All replies are to be sent to a newspaper box. . . . The Agents, a rock 'n' roll combo was on stage at the South Houston. . . . The Northline Cinema I and II, Northline Shopping City, staged a special "back-to-school" show with admission at 10 cents. On the screen was the showing of "Lassie's Greatest Adventure." . . . Alvin Guggenheim, manager, Yale, is admitting youngsters under 12 free when accompanied by their parents. . . . The Art Cinema booked the Japanese film, "Women of the Dunes," for an engagement.

JACKSONVILLE

Tom Sawyer, president of the Motion Picture Charity Club and a home office executive of Florida State Theatres, announced that the group's annual invitational golf tournament will be held early in October at the Jacksonville Beach Golf Club under the chairmanship of Robert Farber, executive head of Stein Theatres. . . . Pete Rosain, Universal division manager from Cleveland, was a guest of honor at an industry luncheon given by Florida State Theatres in the Studio Theatre. Also honored was LaMar Sarra, FST vice-president and general counsel, whose birthday marked the occasion. FST president Louis J. Finske served as master of ceremonies, and FST WOMPI leaders Anne Dillon and Mary Hart, assisted by Ed Dorsey, FST mail clerk, served the smorgasbord meal. Other guests included all managers of Florida film distribution offices, FST home office personnel, local FST theatre managers, FST district supervisor Harry Botwick from Miami and his advertising assistant Ralph Puckhaber and FST district supervisor Bob Harris from Tampa. . . . Mary Grace Ezell, daughter of Clint Ezell, former local exhibitor who is now vice-president of the Roy Smith Co. of this city and Tampa, a leading theatre supply firm, won the title of Miss Jacksonville for the coming year at a beauty pageant and talent show staged at the Civic Auditorium. . . . St. Augustine—40 miles south of this city—drew thousands of pleasure and entertainment seekers during a week-long celebration which marked the 400th anniversary of the founding of St. Augustine as the Birthplace of the Nation when Capt.-


YMER
CRIPT GIRL



Sets..$242,600

and Studio costs . . . $403,000
Production staff . . . $275,000
Talent . . . $390,000
Story . . . $143,500
Location . . . $86,500

Should you shoot the works on less than Eastman films?

Everything rides on the reel of film. With so much at stake, does it make sense to go with anything less than Eastman quality? Is the gamble worth the mere fraction of a cent per foot of film you only *think* you're saving with other films?

Look at it this way. Film—both negative and print stock — must provide detailed, full-tonal reproductions and must have consistent speed, uniform processing characteristics, dimensional stability, precision perforations and uniform slit edges. Go with anything less than Eastman quality and you may be in for retakes and headaches, reorders and "out-of-orders"—not to mention audience dissatisfaction.

With Eastman you enjoy the services of the world's finest film engineering and technical facilities. Your total picture quality is backed by Eastman's total quality control. And Eastman's specialists are always at hand to help you get maximum production efficiency.

Everything considered, doesn't it make good sense to use Eastman all the way?

Motion Picture and
Education Markets Division
EASTMAN KODAK COMPANY
Rochester, N.Y. New York, N.Y.
Chicago, Ill. Hollywood, Calif.

EASTMAN FILM

Gen. Pedro Mendenez de Aviles, a Spanish conquistador led an expedition which founded this first permanent white settlement in what is now the United States. It was reported that motion picture interests were on hand to consider the dramatic historical events of St. Augustine's founding for possible development as screen entertainment. A pageant, "The Cross and the Sword," written by Paul Green, a leading southern playwright, was presented at the St. Augustine outdoor Amphitheatre. The quadricentennial ceremonies were picketed by a group of young Negroes who protested alleged discrimination in events celebrating the 400th birthday. They paraded around Cathedral Plaza and the Old Slave Market. . . . The State Theatre, Cocoa, has been shuttered temporarily for refurbishing and conversion into an art theatre by Kent Theatres. It is expected to reopen in October with foreign film programs and a coffee service for patrons similar to those offered by FST's San Marco Art. . . . Roy Bang has reopened the State, Eustis, as a subrun theatre. Its former first-run policy has been taken over by the Movie Garden Drive-In, Eustis, operated by MGM Theatres. . . . The Carver Theatre, Orlando, formerly operated by Ed Gordon, is scheduled to open Sept. 16 as a unit of Bailey Theatres of Atlanta, and the Park, St. Petersburg, has also been opened under Bailey operation. . . . WOMPI volunteers have been spearheading audience collections for the Will Rogers Hospital and O'Donnell Memorial Research Laboratories at suburban Town and Country and Edgewood, where the combined collections have amounted to thousands of dollars. . . . A WOMPI rummage sale at the Brentwood Housing Project brought many needed dollars into the group's charitable activities fund. . . . During October, the entire WOMPI membership will serve as industry representatives at the annual Jacksonville Arts Festival in the Civic Auditorium and at the Jacksonville Agricultural and Industrial Fair at the Gator Bowl and the Coliseum. In the latter capacity, WOMPIs will be assisting the Motion Picture Charity Club, co-sponsor of the fair, which attracts more than 100,000 paying customers each year. . . . Z. D. Strickland acquired the Tropical Drive-In Theatre at Venice from former owner Fred Douglas. . . . LaMar Sarra, vice-president and general counsel of Florida State Theatres, served proudly as master of ceremonies at a ground-breaking ceremony in Gainesville for a new de luxe FST indoor theatre. Sarra formerly lived in Gainesville when he served as captain and star center of the University of Florida's football team, and he later became president of the influential University of Florida's Alumni Association. The new FST house will have two separate auditorium with boxoffices and projection booths to match so that patrons will be enabled to arrive at different times to see screen programs from start to finish. Both auditoriums with boxoffices and projetcion programs day and date. To be erected at an estimated cost of $300,000, the theatre will enclose about 20,000 square feet and will provide 1,100 seats. Land for the theatre and a large adjoining parking lot was purchased by FST from Francon, Inc., last March at a cost of $150,000. Robert J. Collins of Coral Gables is the architect, and construction will be by Frank J. Roosney, Inc., Orlando. Others participating in the groundbreaking with a golden shovel included Robert Heekin, Jacksonville, FST district supervisor; Bill Duggan, veteran manager of FST's Florida Theatre, Gainesville; Ed Turlington, Mayor of Gainesville; State Sen. J. Emory (Red) Cross; W. A. "Bill' Shands, former state senator; and Jack Durrance, chairman, Alachua County Commission. Duggan said FST will operate both the new theatre and the existing Florida Theatre.

MIAMI, FLA.

Harry Botwick, southeastern district manager, Florida State Theatres, announced that the Palms, West Palm Beach, is scheduled for demolition shortly after Labor Day. He pointed out, however, that the destruction of the 42-year-old theatre was not indicative of a decrease in theatre attendance in the area. Florida State hopes to replace the Palms with a more modern structure in the Palm Beach Lakes area. The planned building calls for a 1,400 seat twin-auditorium with rocking chair seats. . . . Fred Horetz is now assistant, Miami Theatre. . . . The North Andrews Drive-In, Ft. Lauderdale, has closed for an indefinite period. . . . Stanley Stern, Wometco Theatres vice-president, was appointed to the 1966 nominating committee of Tent 33, Variety Club. Election of new crew will take place Nov. 10. The local club was looking forward with great excitement to the coming of Prince Philip in March. . . . Fernando Crespo, Town Theatre, was winner of the July award for Wometco's "Most Improved Manager" and received a U. S. Savings Bond. . . . Bob Brower, manager, Palm Springs, attended the 45th School Homecoming of his high school class while vacationing with wife, Bea, in Williamsport, Pa. . . . Robert Mullen is now manager, Plaza, West Hollywood. During the time that the North Andrews Drive-In is closed, Lance Miller will be assisting Keith Hendee at the Gateway, Ft. Lauderdale. . . . Harvey Fleischman, vice-president, Wometco Enterprises, Inc., was attending the executive industrial psychology seminar in Topeka, Kans., at the Menninger Clinic.

MEMPHIS

Dixie Theatre, Monticello, Ark., reopened for full time operation. Mrs. Zula McDougald is the owner of this house. . . . Prairie Theatre, Prairie du Rocher, Ill., reopened. . . . Ritz Theatre, Hickman, Ky., reopened. . . . Fort Chaffee Theatre #1, Fort Chaffee, Ark., closed after the last play-date of Aug. 28. . . . Miss Jessie Rae Lucy, past president of WOMPI, has returned to Malco after several weeks of hospitalization. . . . Miss Betty Bell, Film Transit, was a guest at the August WOMPI meeting at the home of Mrs. Mary Katherine Baker. . . . "Hairy Time Had By All" was the headline over a three column, seven inch picture on the front page of the local afternoon newspaper the day "Help" opened at Loew's Palace. Said the cut lines: "BEATLEMANIA WANING?" Not in Memphis. First showing of the Bealtes' newest movie, "Help," had a line of youngsters three blocks long, standing two and three abreast. Many were in line hours before the show began. You would think the Beatles were in town, in person. But they're not. They're in Chicago. Is it fun? Yeah, man! Yeah, yeah, yeah!" And fun indeed reports Charles O'Dell, Palace manager, who antipicates a long and successful run of the long haired boys. . . . A swank, new surburban shopping center theatre, named "Cinema," is to open next summer in Whitehaven Plaza Shopping Center. The 1,200-seat house is to be leased by General Cinema Corp., which operates the Plaza Theatre in another Memphis surburban shopping center. In all, GCC has houses in nearly 90 locations. GCC is opening 20 new theatres this year, and has plans to open 35 more in 1966. The Whitehaven house is to have a wall-to-wall screen covering the entire front wall of the theatre; a combination air-conditioning and heating system, which is instantly convertible from heat to cool by thermostat; and an entrance arrangement aimed at eliminating or reducing standing in line. All 1,200 seats will be of the pushback type in widely separated and offset rows, providing the maximum in comfort, convenience, and unobstructed view. There will also be acres of free parking space ringing the theatre. . . . The Studio theatre, formerly operated by Tommy Stawart is a neighborhood subsequent-run house under a sublease from the Art Guild circuit, also operators of the Guild in Memphis, has become an art house again. . . . Marty Allen and Steve Rossi, Paramount Pictures' comedy team, spent a day in Memphis to promote the Community Chest drive. The stars got a big "Hello Dere!" welcome from civic leaders and 10 reigning Mid-South beauty queens. They were given a reception at the Variety Club hosted by Theatre Owners of Arkansas, Mississippi, and Tennessee and Malco Theatres, Inc. They appeared before a capacity crowd of 11,500 in a show for the campaign.

NEW HAVEN-HARTFORD

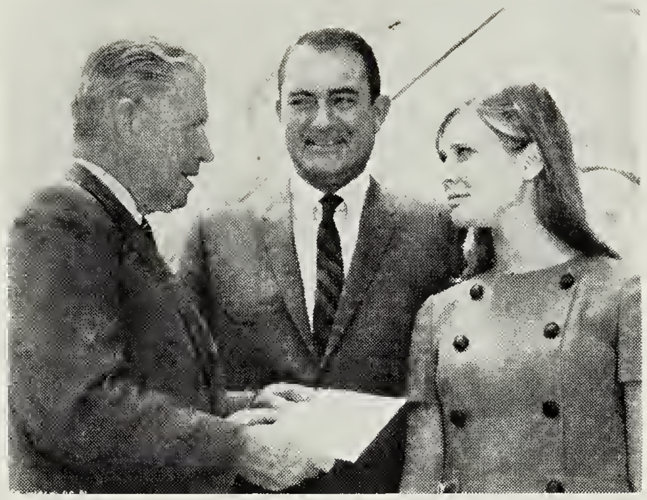
Mrs. Marilyn Landers Vicas, daughter of George E. Landers, E. H. Loew's Theatres, Hartford, and Mrs. Landers, has returned to her Washington, D. C., home, following summer music tent appearances in such vehicles as "The Sound of Music." . . . Peter G. Perakos, Jr., office manager, Perakos Theatre Associates, has announced his candidacy for treasurer of New Britain on the Republican ticket. . . . Both Hartford metropolitan dailies—the morning Courant and the afternoon Times—have boosted amusement page advertising rates from $3.92 to $4.20 an inch. . . . Twenty-seven-year-old Eddie Watrous, son of Allyn, Hartford, cashier, Mrs. Lucille Watrous, came home from the North American Amateur Roller Skating Championships with the senior men's single title. He topped this same category in 1955 and 1956 and was a leading contender five times. . . . Chet Stoddard, president of New England Theatres, Inc., the ABC (American Broadcasting Companies) regional affiliate, conferred with Ray McNamara, Hartford resident manager. . . . Dave Titelman, MGM branch manager, named Howard W. Maschmeier, WNHC-TV; Paul W. Morency, WTIC-TV; and Allen M. Widem, Hartford Times, to the communications advisory committee for the state Will Rogers Hospital campaign. . . . RKO General, owner of WHCT-TV, Hartford, America's sole on-the-air subscription tv experiment, is running full-page ads in metropolitan Hartford daily newspapers, geared to the theme, "Take A New Look At Channel 18!" "Why wait?" asks ad copy. "Get Subscription TV now and enjoy a 'drive-in' right in your own tv room. And the whole family goes for the price of one. Enjoy fresh, exciting, uninterrupted 'new-runs.' " WHCT-TV has hired William Schaller Company, West Hartford, as its first advertising agency. An initial $50,000 budget has been approved. . . . Mickey Daly has dropped Thursday performances at the 1800-seat, Spanish-language Daly, Hartford. The downtown theatre is now operating Fridays through Sundays only. . . . Floyd Fitzsimmons, Warner Bros. field exploitation force, was in Hartford for meetings with Murray Lipson, general manager, Park St. Investment Company, on Nov. 3 Connecticut premiere of "The Great Race" at the Central, West Hartford. . . . Weekly Connecticut factory wages remained at an all-time high in July, according to latest summary of the State Labor Department. High overtime contributes to the boom, the Department says. . . . The Bantam, Bantam, has installed a 24-hour answering service. . . . Nutmeg Theatre Circuit's Crown, New Haven, is undergoing major remodeling, including new front, marquee, lobby, carpeting, boxoffice, lights, lounge, and screen. A new art film policy will open Sept. 22 at the Leonard Sampson-Robert Spodick house. . . . Perakos Theatre Associates' Beverly, Bridgeport, has reopened after a two-month, $150,000 major remodeling. New stage is 75 feet wide and 39 feet deep and can hold 110 persons at one time. Some "live" productions are planned at the first-run showcase. . . . E. M. Loew's Theatres, Inc., has received zoning variance in West Springfield, Mass., to build a 1,050-seat capacity theatre on land adjacent to the circuit's Riverdale Drive-In. The circuit plans similar complexes in two Connecticut towns —Farmington, next to the Farmington Drive-In, and Montville, next to the Norwich-New London Drive-In.

NEW ORLEANS

MGM's "The Cincinnati Kid," partially filmed here, will have its world premiere on Oct. 15 at the Saenger. . . . A. D. W. Griffith Festival of the films that made him famous will be held at the local Delgado Museum of Art from Sept. 24 to Dec. 10 on a subscription basis. . . . G. T. Edwards' Dome, Hattieburg, Miss., reopened after several week's closing. . . . H. A. Arata, MGM branch manager, and his wife returned after a New York state vacation trek. . . . Barbara Latour is the new general office clerk at Hodges Theatre Supply Company. . . . James Prichard, Allied Artists' district manager, was in from Dallas. . . . A press party for local and visiting newsmen was to be held here hosted by Joseph E. Levine before the start of location filming in the Baton Rouge area of "Nevada Smith" for Paramount release.

PHILADELPHIA

Elmer Hirth, formerly with the Al Boyd Circuit, becomes head of theatre operations for William Goldman Theatres as of September 24. . . . Joe Silver, manager, News, suffered a heart attack and is in Misericordia Hospital. . . . Charles Boasberg, Paramount vice-president and general sales manager, was in recently. . . . Variety Club Tent 13 inaugurated the "new season" with an open house on Sept. 10. . . . Edward C. Adleman, officer of Victoria Shipping Services, returned from an inspection tour of the company's branches in Calgary, Winnipeg, and Toronto, Canada. . . . Mel Fox announced the interior alteration and remodeling of the Town, Levittown, Pa., at a cost of $50,000. This includes new seats, drapes, curtain, rugs, etc., new acoustic wall treatment, and new concession stands. . . . U. S. District Court Judge John W. Lord, Jr., in the Viking Theatre Corporation vs Paramount Film Distributing Corporation, et al. case, granted the motion filed by the defendants to dismiss. . . . Mitchell Pantzer, formerly Independent Poster Exchange head, filed a new complaint in U. S. District Court against Paramount Film Distributing Corporation, Paramount Pictures, Warner Brothers Pictures Distributing Corporation, MGM, Universal Film Exchanges, Inc., Universal International Pictures, Universal-International Films, Inc., United Artists Corporation, Columbia, RKO General Inc., 20th-Fox, and National Screen Service. . . . Maria Auxiliadora Echeverria, formerly with the U. S. Embassy in Nicaragua, is the new secretary to United Artists' mid-eastern supervisor of advertising, publicity and promotion Max Miller.



Andrew McLaglen, director of Universal's "Shenandoah," and Rosemary Forsyth, co-star, are seen in Washington, D. C., with California's junior senator George Murphy.

Warner Brothers branch manager William G. Mansell hosted a special advertising seminar on "La Boheme" today (Sept. 15) at Vine Street Screening Room. The session was preceded by a luncheon which was served in the screening room. . . . The Landau-Allied Artists' film, "The Pawnbroker," broke all existing house records in its first week at the SW Lane. The gross was $21,448; and the second week brought in $19,381.

ST. LOUIS

Mid-America Theatres continues its expansion program with the starting of construction of the Village, a new 1200-seat indoor theatre in Hazelwood, Mo. . . . Kenneth Allen, formerly with General Cinema Corporation at the Grandview Cinema, has joined Mid-America Theatres as temporary manager at the Norside, replacing Calvin Reed, out with a back condition. . . . Howard Zuloff, manager, Esquire, is out of the hospital where he underwent a series of tests. . . . Richard Fitzmaurice, manager, Holiday Drive-In, vacationed in Florida. . . . Julian Jablonow, vice president, Mid-America Theatres, vacationed in Chicago, where golf was the attraction. . . . Arthur Enterprises' newest drive-in, the 270 Drive-In, opened on Sept. 1. . . . Arthur Hayden is now in Mid-America Theatres' home office.

SAN ANTONIO

P. J. Hernandez, manager of the Nacional, held a private early morning screening of Columbia's "El Padrecito" ("The Little Priest"), starring Cantinflas, for 150 Catholic nuns from the various convents in the city. The film had a record breaking two week engagement at the Nacional. . . . George A. Kaczmar, manager, suburban Josephine, has announced new summer prices for the current engagement of "Lord Jim" being shown on a continuous basis. Adult matinee prices are $1, with admission for adults at night, $1.50. Prices for military are 75 cents at any showing, and children are being admitted to any performance for 50 cents. Doors open daily at noon with the first showing beginning at 12:20 p.m. . . . All circuit operated theatres including Interstate, Cinema Arts, Gulf States, Stanley Warner, and a number of independents, are participating in the Will Rogers audience collections. The collections are made following the showing of a special short concerning the Will Rogers Memorial Hospital and the R. J. O'Donnell Research Laboratory. . . . Ignacio Torres, manager, Alameda, has instituted Ladies Day on Mondays and Thursday, when the admission price is 45 cents for all feminine moviegoers. . . . Olin Knight has reopened the Shooting Star d-i at Big Lake, Tex. Forest White, Ind-Ex Booking Service, will handle the buying and booking.

"Cat Ballou" is now in its third week at the suburban Olmos where it opened as a first run attraction. The picture may break all box office records in the 15 year history of the Olmos. . . . Casey Tibbs, world champion rodeo cowboy and film producer, was a brief visitor in the city en route to Brackettville, Tex., where he will preside at the annual Labor Day horse races. Tibbs spends quite a bit of time in Hollywood producing western films. He is considering bringing his International Rodeo to San Antonio during the 1968 HemisFair. . . . Richard A. Vaughan, manager, downtown Texas, Cinema Arts Circuit operation, staged another of the free Pepsi Cola shows on a Saturday at 9:30 a.m., with six Pepsi bottle caps being the price of admission. On the screen was a showing of "Long Ships" plus a cartoon and prizes to the youngsters attending. . . . Gene T. Cole, city manager of the Gulf State D-I's staged a "Back To School" dusk to dawn show at the circuit's four d-i's, the Alamo, Mission Twin, Varsity, and Circle 81.

WASHINGTON

The Women of the Motion Picture Industry of Washington, D. C., participated in the activities of the Maryland Theatre Owners convention at the Washingtonian Motel and Country Club, Gaithersburg, Md. Mrs. Doris Chown, Mrs. Patricia Gormley, Mrs. Margaret Hillier, and Mrs. Sara Young served on the women's committee, acting as hostesses and registering the guests. . . . Mrs. Catharine Murphy, president of the local WOMPIs, announced the resignation of Mrs. Jimmieola Becker as recording secretary, and the appointment of Miss Ruth Kocenogi, Voice of America, as her replacement. . . . A special seminar for theatre managers was featured at the fifth annual convention of the Maryland Theatre Owners Association, to be held at the Washingtonian Motel and Country Club, Gaithersburg, Md. Panel speakers for the session were to be Sumner Redstone, president of TOA; Mrs. Margaret Twyman, director of community relations for the Motion Picture Association of America; Martin Quigley, Jr., editor of Quigley Publications; and Manning "Tim" Clagett, vice-president of MPAA and an expert on state legislation. A second business session was to feature Melvin Gold, general sales manager, National Screen Service; Sam E. Diamond, eastern sales manager, 20th Century-Fox Film Corp.; and Joseph Rosen, eastern sales manager, Universal Film Exchanges, Inc. Lee Artoe, Chicago carbon and equipment distributor, was to conduct a question and answer seminar on projection and other booth problems. Other activities on the agenda included a cocktail party, seated buffet dinner, and theatre party at Shady Grove Music Fair, adjacent to the motel; an awards luncheon and a testimonial dinner honoring A. Julian Brylowski, Washington theatre executive, in recognition of his 50 years in the motion picture industry, and for his many contributions to the Maryland Association and to countless civic and charitable enterprises. David Ginsburg, director of publicity for Sidney Lust Theatres, Washington, was general chairman of the convention.

PROGRESSIVE ELECTRIC
CONSTRUCTION CO. INC.
240 N. 13th ST. • PHILADELPHIA 7, PA.
35 Years of Theatre Construction
and Maintenance

CLARK TRANSFER, INC.

Terminals:

- BOSTON, MASS
  818 Albany Street, Roxbury 617-268-4682
- NEW YORK, N. Y.
  603 W. 46th Street . 212-246-0815
- NORFOLK, VA.
  316 South Main Street 703-545-3832
- PHILADELPHIA, PA. (Executive Offices)
  829 North 29th Street 215-232-3100
- RICHMOND, VA.
  312 South 17th Street 703-648-6083
- TAMAQUA (HOMETOWN), PA. 717-668-1727
  RD # 2
- WASHINGTON, D. C. 202-526-4800
  3194 Bladensburg Road, N. E.

THE NEW YORK SCENE — *continued*

SPECIAL NOTE: WOULD YOU IMAGINE THAT EXHIBITORS ACROSS THE COUNtry would be scrambling to book a film that has already played to millions on television? Well, that's the case according to Leonard Gruenberg, president of Sigma III, distributor of "An Evening With the Royal Ballet," starring Margot Fonteyn and Rudolph Nureyev. In two months, he claimed, over 800 theatres have bought the film to be presented on a two day, four performance basis in mid-week following its bow on Sept. 29.

It will be shown territory by territory at higher admissions on a reserved performance basis, which will guarantee every ticket holder a seat but not a specific location. He expected that by mid-January, every key theatre in the U.S. would be serviced.

Regarding the exposure on television, the major portion of the film was shown on CBS-TV on Dec. 27, and this seems to have whetted the appetities of that part of the public that digs ballet. His office was deluged with calls wanting to know where the film could be seen. It proved to be the greatest trailer selling job ever, and exhibitors have expressed approval over the tv showing. Gruenberg expected the 800 dates to show a boxoffice gross of three million dollars. Eighty-five technicolor prints will be utilized in the playoff.

Gruenberg described his Sigma III operation as one that is limited purposely so that the most in revenue and attention can be garnered from each release .He has had overtures from top producers interested in having him distribute their features, but he refuses to over-expand the operation. Future releases set thus far are a version of the opera, "The Merry Wives of Windsor," in color, filmed in English in Munich, which will be released in a similar pattern next March. Also a Swedish film, "Dear John," which will be released this winter.

ABC In Close Contest

LONDON—As the Associated British Cinemas national publicity contest enters a vital phase, competition among the circuit's managers is stated to be the closest for many years. D. S. Baker, ABC, Chester, holds a 12 point lead over A. E. Hallam, ABC, Nuneaton, with the ABC, Belfast, controlled by Northern Ireland district manager Don Mackrell, a close third. A surprising feature is that none of these managers has previously been among the leading showmen.

New Product For Landau

NEW YORK—Herbert R. Steinmann, vice-president and partner of the Landau-Unger Company, has concluded negotiations for the U.S. distribution rights to four motion pictures at the Venice Film Festival.

Steinmann is the Landau-Unger representative at the Festival and has been previewing all available foreign product and investigating promising co-production situations.

Twin Cities Airport To Open Free Theatre

MINNEAPOLIS—A free movie theatre for waiting passengers in the Minneapolis-St. Paul International Airport will open Oct. 1, William M. Oard, vice-president, Modern Talking Picture Service, announced.

Oard said the Minneapolis-St. Paul theatre is patterned after the highly successful "free skyport cinema" which has been in operation at the Greater Cincinnati Airport for a year. The daylighted theatres feature free travelogs, sports films, business information, and other public relations films which are sponsored by various companies and associations.

"The Minneapolis-St. Paul free airport theatre will be the second in a growing chain of similar airport theatres around the nation," said Oard. "Negotiations are underway in a half-dozen major metropolitan areas for the installation of similar services for airport passengers."

Studies by Modern show that airport passengers spend an average of one hour and five minutes watching the free films, and 70 per cent of the passengers spend a portion of their time watching the films. Modern Talking Picture Service, with 32 branch offices, is the nation's largest distributor of public relations films to schools, colleges, television stations, and social-civic groups.

TONE Convention

(*Continued from page* 16)

must be fought constantly. New restrictive legislation is apt to confront us at any time. As to cooperative exploitation programs, we have barely scratched the surface of our potential. . . ."

Goldman was coordinator for the convention, and officers and directors comprised the committee: Malcolm C. Green, president; James F. Mahoney, first vice-president; Ben Greenberg, second vice-president; Ray Canavan, third vice-president; W. Leslie Bendslev, secretary treasurer; Julian Rifkin, chairman, board of directors. Officers and directors of the NAC are: Edward S. Redstone, president; Sydney Spiegel, first vice-president; Jack O'Brien, second vice-president; Nat Buchman, treasurer; Irving Shapiro, regional vice-president; Louis Abramson, executive director; Augie J. Schmitt, chairman, board of directors.

DO SOCKO LOBBY BIZ,
BLUES-FREE
BOOST YOUR TAKE,
BOOK ABC

Increase net profit, forget concession headaches! Let ABC's refreshment concession experts do the job for you. ABC does the work — and the worrying. All you do is bank the check. Make us prove it . . .

Write, or call collect, now.

ABC
CONSOLIDATED CORPORATION

ABC CONSOLIDATED CORP. • 333 S. BROAD ST., PHILA., PA. 19107 • AREA CODE 215 PE 5-5966

In This Issue:

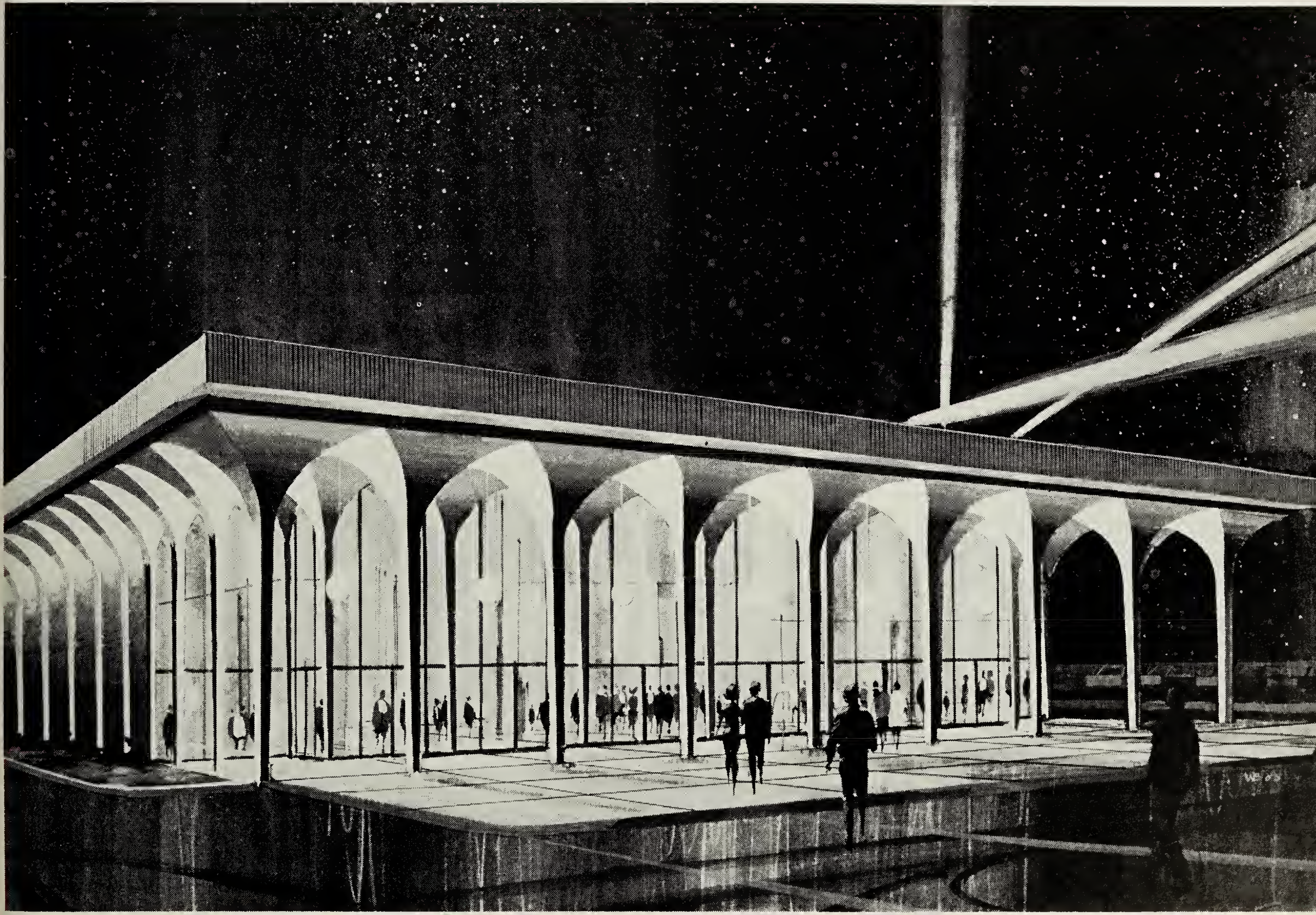
The All-Purpose Theatre
Page PE-5

"Grass Roots" Profit Forum
Page PE-8

Technology Aids "Phinks"
Page PE-13

New Products
Page PE-18

PHYSICAL THEATRE • EXTRA PROFITS



COVER PHOTO • DeLuxe indoor theatre designed by George Raad, A.I.A., for U.A. California Theatres will bring Santa Clara area its first "All-Purpose" D-150 house. Story on Page PE-5.

Volume 20 Number 9
September 15, 1965

A once-a-month combined department of Motion Picture Exhibitor devoted to the physical structure of the conventional and drive-in theatre, its design, equipment and furnishings, with a special section emphasizing theatre refreshment operations and management.

Dr
Pepper
ADMIT ONE
19214
ADMIT ONE

show stopper

IT'S DR PEPPER— at snack bars and vending machines in your lobby • Audiences applaud the distinctive flavor of Dr Pepper — the only one of the big four without a single competitive taste-alike • 15 straight years of zooming sales momentum proves its big appeal • Outstanding national and local advertising sell it — everywhere • Lively, imaginative on-screen, off-screen promotions send thirsty patrons right to Dr Pepper • For a Show Stopper in your lobby, let a fountain sales representative book Dr Pepper into your theatre • It has a natural profit-making talent! • Write to the Fountain-Vending Division, Dr Pepper Company, P. O. Box 5086, Dallas, Texas 75222.

Dr Pepper Company, Dallas, Texas 1965

Editorial

Maintenance Experts Confounding

SOME OF OUR READERS no doubt have read reports or actually seen a 40 page blast by The Armstrong Cork Co., a giant blue chip corporation that has lead the synthetic flooring field for many years, directed at the carpet industry.

Specifically, the Armstrong salvo, entitled "A Fresh Look at Flooring Costs," was directed at a widely circulated booklet prepared by the Carpet Institute of America which, as one would expect, extolled the merits of carpet as a practical, economical floor covering.

We took interest in this feud as an article published in the last edition of our Theatre Catalog drew data from the carpet industry's booklet. Armstrong, the largest maker of "resilient" type floor covering in the country, has also been a regular contributor to the pages of the Catalog.

The point of the Armstrong report was that carpet does not, as claimed by the Institute, offer lower installed costs and long term maintenance savings as stated by the carpet people. Instead, the counter intelligence reveals, resilient type floorings outlast carpet by an average of 50 per cent.

Both studies, as you would expect, were designed with a great deal of care by the "experts." In fact, Armstrong adopted much of the testing structure used by the Institute to arrive at its own figures. Left in the middle by such claims and counter claims are the engineers, architects and editors of publications read by business and institutional interests.

Both carpet and other resilient type floor coverings are used in practically every motion picture theatre. In some areas, choice of a flooring can be made on the basis of singular characteristics which only one product offers; i.e., the superior acoustical properties of carpeting under foot for auditorium aisles, etc. In other areas, the questions contested by the experts concerning wear resistance and maintenance costs pose a challenge to the businessman faced with making the right choice the first time.

This all illustrates the wisdom of retaining a certain skepticism when dealing in the world of paper words. We have, for example, discovered the exception to be commonplace in years of covering design, costing, equipping and maintaining theatres. If someone claims a rock-bottom per seat construction budget, chances are you wouldn't even be able to get the story into print before the inevitable exception happened.

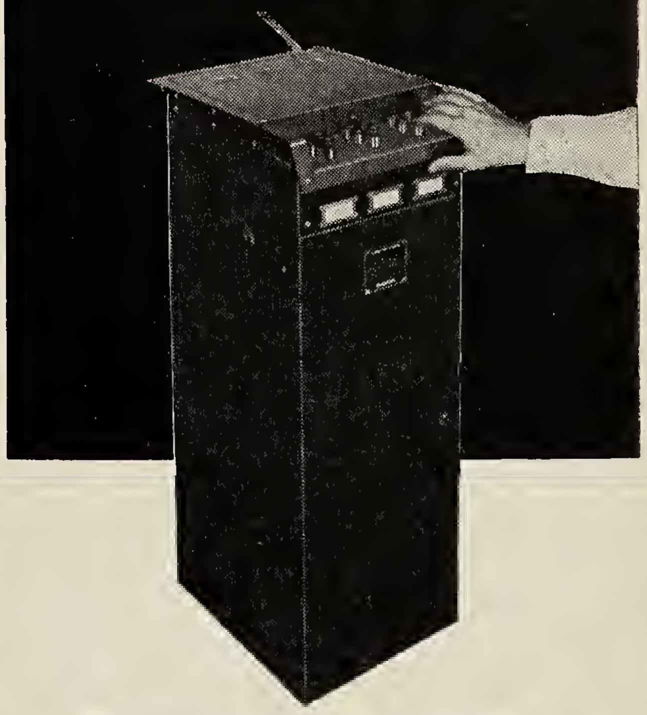
This underscores the value of considerable experience, and advice based thereon. In the motion picture theatre field, supply dealers, recognized theatre architects and others are often in the best position to counsel you on such problems.

In the meantime, expect the experts to plow ahead with their work. We are hopeful they recognize the value of mass communications, in that it gives other experts the chance to jump on partisan "findings." Sometimes, as wits readily point out, the battle is more exciting than the victory.

PHYSICAL THEATRE • EXTRA PROFITS • Sectional department of MOTION PICTURE EXHIBITOR, published once a month by Jay Emanuel Publications, Inc., 317 North Broad Street, Philadelphia, Pennsylvania, 19107. All contents copyrighted and all reprint rights reserved.

Al deProspero, editor

DEPENDED UPON WHEREVER TICKETS ARE ISSUED



The modern standard for SPEED · CONVENIENCE AND CASH CONTROL

Most people take the Automaticket MG Register for granted. And why shouldn't they. It's fast. Versatile. Tamperproof. Completely automatic. Sealed units are added or replaced in seconds.

Together with the Ticketaker Stub Rod Control Box it gives you a complete admission control system. Tells you when tickets are collected, in what order and who's on duty. If you can't take all this for granted, ask your dealer about Automaticket control systems.

Automaticket
CONTROL SYSTEMS

GENERAL REGISTER COMPANY
A DIVISION OF UNIVERSAL CONTROLS, INC.
Cockeysville, Maryland

When we read this letter was our face red!

"Just recently we completed installation of two STRONG FUTURA II Lamps with the STRONG Bi-Power Silicon Rectifier and two water pumps for the water cooled positive jaws. Both lamps work like a charm. They're easy to clean and stay clean longer than any lamps I've run. We are getting 25% more light on the screen. Carbon consumption has been reduced by a big percentage. The lamps are beautiful. There are many more things that I like about these lamps and all of it is good."

W. C. Mathews, Projectionist

Shades Mt. Drive-In Theatre,
Birmingham, Ala., Member
of IATSE & MPMO Local 236

(Shown at left in picture with Carl Wesler, Jr., Manager)

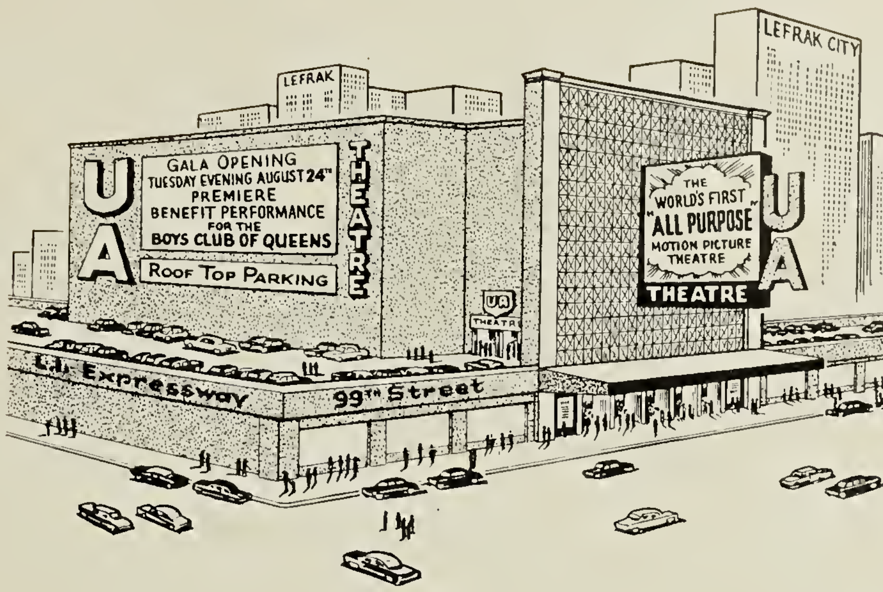
Such compliments make one blush

The Strong Electric Corp., • 21 City Park Avenue • Toledo, Ohio 43601

The All-Purpose Theatre

U.A. THEATRE

Lefrak City, L.I.


LEFRAK CITY
LEFRAK
GALA OPENING TUESDAY EVENING AUGUST 24TH PREMIERE BENEFIT PERFORMANCE FOR THE BOYS CLUB OF QUEENS
U A
THEATRE
ROOF TOP PARKING
THE WORLD'S FIRST "ALL PURPOSE" MOTION PICTURE THEATRE
THEATRE
UA
L.I. Expressway
99TH Street

■ The opening of the new U.A. Theatre in the giant Lefrak City apartment community in Queens, New York, by Skouras Theatres marks the first installation of Dimension-150 All-Purpose equipment.

The new 1,045 seat deluxe house was designed by architect Drew Eberson, of New York, with the aim of creating the world's first motion picture theatre capable of projecting quality pictures at all aspect ratios on a deeply curved screen.

The major advantage of the system is its flexibility in permitting both 35mm and 70mm projection on a special screen, which can be automatically masked to accommodate all aspect ratios. Corrective optics actually enhance picture depth and clarity on prints which otherwise would be limited to projection on a standard flat screen.

As shown in the accompanying illustration, the gain-type screen, which was designed for D-150 by Andrew Smith Harkness, Ltd., a Rank Organisation subsidiary, has a deep curve of 120° which, at full size, creates a ten ft. depth of curve at center.

The All-Purpose projection system is credited to Dr. Richard Vetter and Carl Williams, co-developers of the D-150 process. An equipment package, which runs between $4,000 and $5,000 above a typical 70/35mm projection system with standard screen, consists of three components: lenses, a deeply-curved screen, and special masking system.

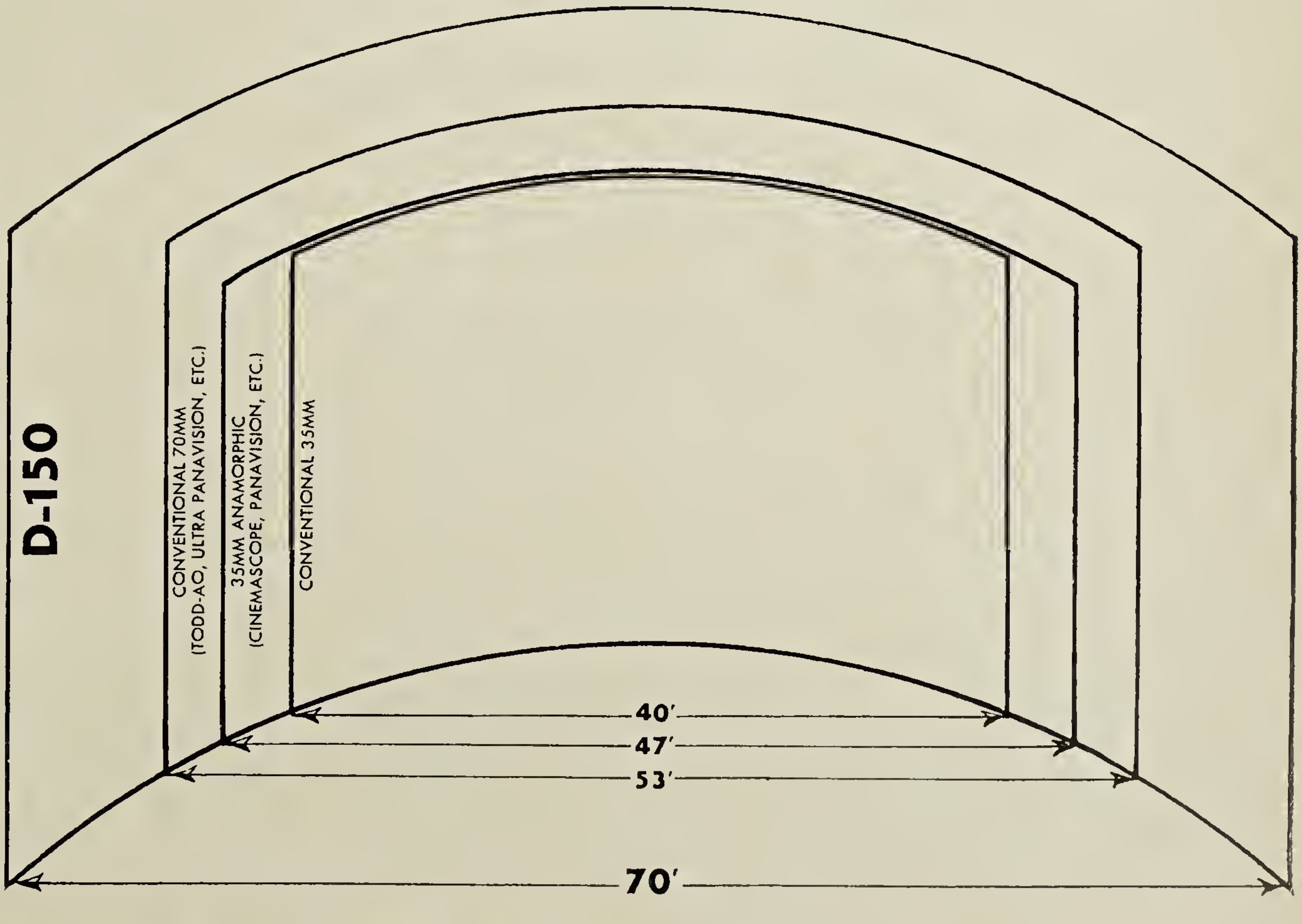
The lenses used in the equipment package are supplied by Kollmorgen, Pacific Optical, and Isco (Norelco), and enable projection in all processes including CinemaScope (excepting Dimension 150 and Cinerama, since these companies supply special optics with product filmed in their respective processes).

The screen and frame, together with a unique, automated masking system, complete the package, available from Western Theatrical Equipment Co., national distributor for the D-150 All-Purpose System.

The threatre itself reflects an attempt to provide its patrons with the very best in facilities and comfort while offering a superior technical presentation. At a special trade demonstration prior to the opening of the theatre this month, sample footage was shown in standard 35mm, CinemaScope, 70mm, Todd AO, Panavision, and D-150. Veteran exhibitors and other industryites were strongly impressed by the demonstration, particularly with the depth and fine color rendition achieved during a run of the Ascot Race scene from "My Fair Lady." Footage from "The Agony and the Ecstasy" was also screened with fine results.

The novel location of the projection booth at the U.A. Theatre, behind the rear wall of the lower auditorium level beneath the balcony section, assures a flat throw to the giant screen. D-150 reports that its single-sheet screen has a gain factor of approximately two, and eliminates cross illumination while increasing contrast and color-saturation. According to the company, a deviation from a flat throw of plus or minus 6° can be tolerated. The motorized, programmed masking makes possible conversion from a typical

(*Continued on next page*)


D-150
CONVENTIONAL 70MM (TODD-AO, ULTRA PANAVISION, ETC.)
35MM ANAMORPHIC (CINEMASCOPE, PANAVISION, ETC.)
CONVENTIONAL 35MM
40′
47′
53′
70′

PHYSICAL THEATRE

Vol. 20, No. 8 September 15, 1965

Slate floor and functional indoor boxoffice grace the theatre's bright foyer

theatre's wide-screen presentation of 35mm at an aspect ratio of 1:85/1 (which uses about 40 to 45 ft. of the giant D-150 screen) to full screen Dimension 150 presentations. Conventional 70mm presentations (at a 2:1/1 aspect ratio) on the D-150 screen are 21 per cent larger than "Scope" presentations in the All-Purpose theatre.

As equipped, the U.A. Theatre can show 35mm, CinemaScope, and the various 70mm processes with no alterations save lens changes and automatic screen masking adjustments.

Quality sound is insured by the use of multi-channel, stereophonic sound capable of fine, high-fidelity reproduction, and a balanced acoustical environment.

Patrons are offered roof-top parking facilities, with direct access from the roof of the theatre to the theatre boxoffice.

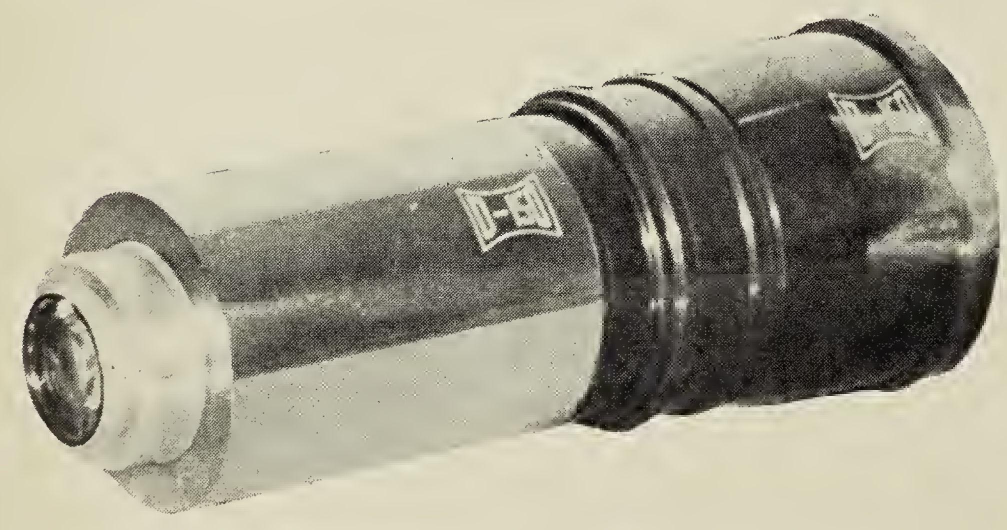
Electronically controlled temperature and humidity control also assures the theatre's patrons a constant, comfortable environment.

The auditorium uses avocado green fabric for walls and traveler curtains, and screen masking is in a forest green velour. Auditorium seating is wide-spaced, with the deluxe American chairs covered in a black fabric upholstery with green standards. Car-

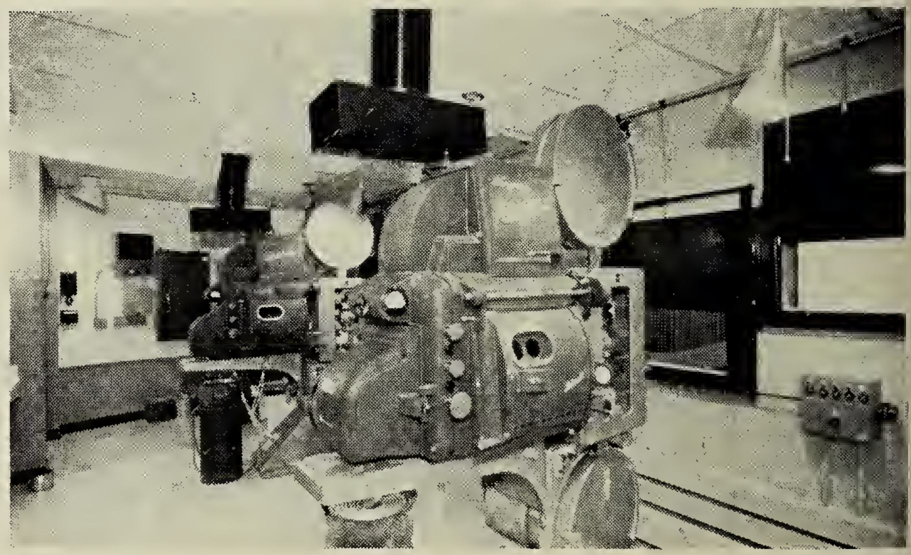
(*Continued on Page* PE-17)

Equipment Credits

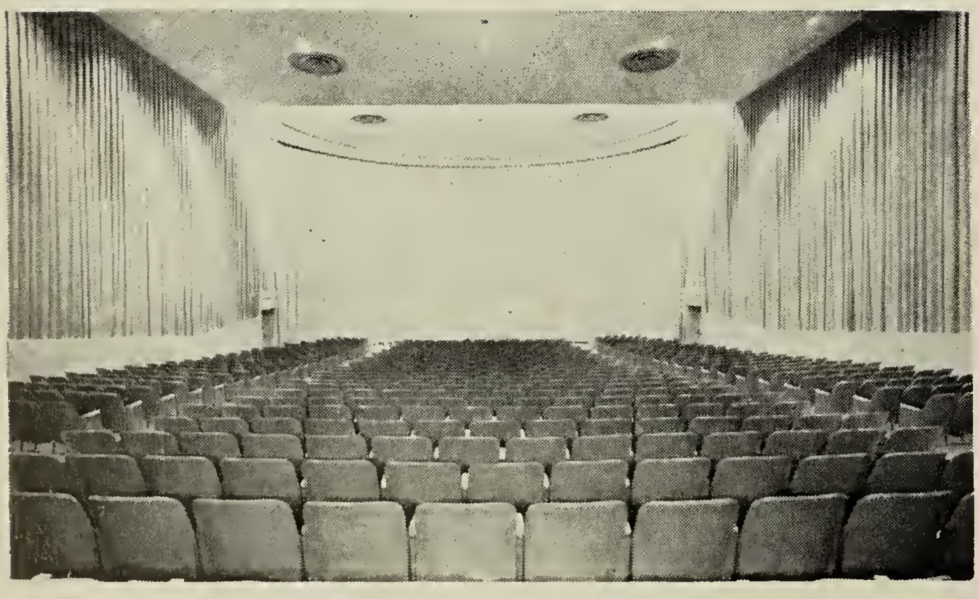
Owners:	Skouras Theatres
Architect:	Drew Eberson
Air Conditioning:	Westinghouse
Carpeting:	Magee
Chairs:	American Seating
Curtain Controls:	D-150
Drapes:	Novelty Scenic Studios
Projection Lamps:	Ashcraft Super Core-Lites
Projection Lenses:	D-150
Projectors:	Norelco 35/70mm
Rectifiers:	Ashcraft
Sign and Marquee:	L. I. Neon Light
Sign Letters:	Adler
Speakers:	Altec
Equipment Cost:	$175,000



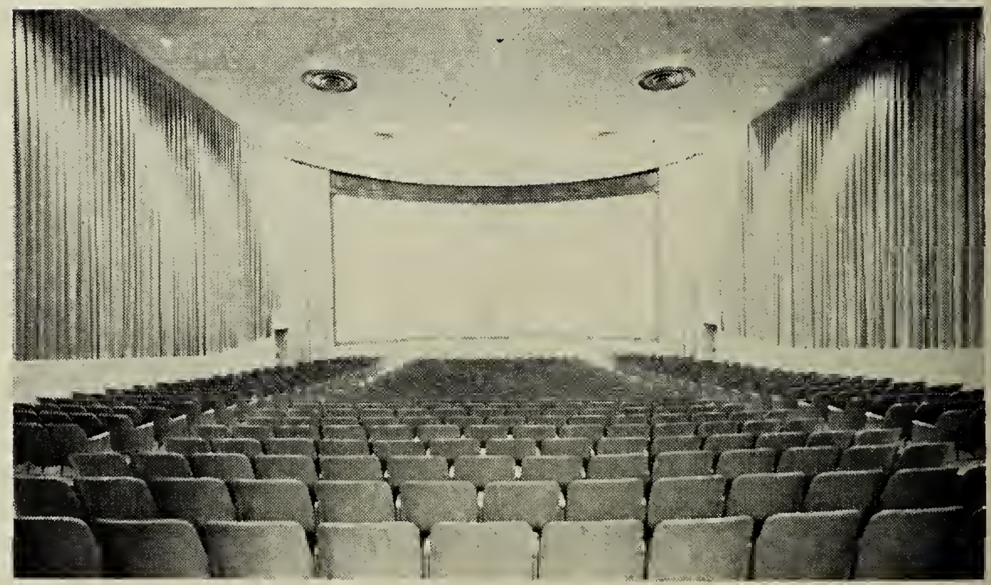
Special corrective lenses permit projection of 35mm, 35mm anamorphic and 70mm pictures on deep curved screen without distortion. D-150 process lenses are furnished under special arrangement for full screen features



Ashcraft Super Core-Lites, coupled with Norelco 35/70mm projectors, fill the giant D-150 screen with light

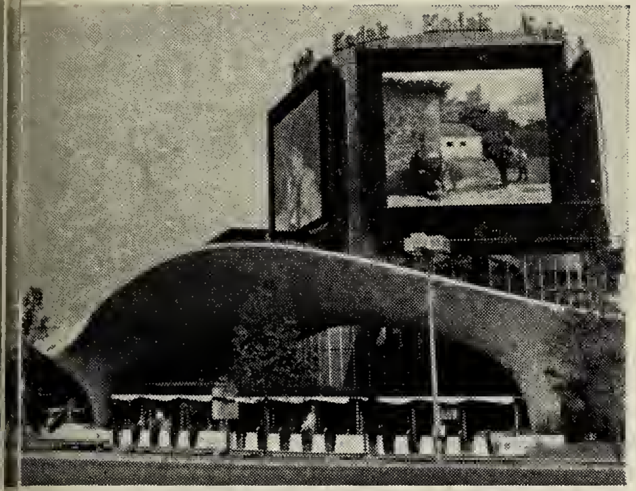


Auditorium front with traveler closed

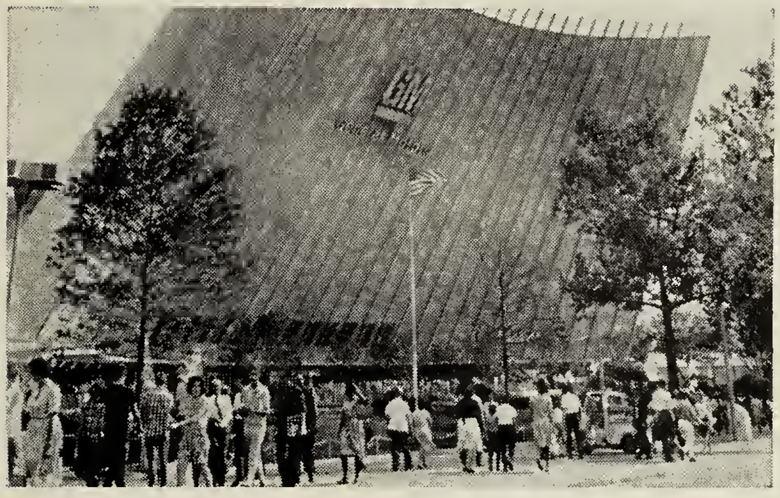


Screen unmasked for full D-150 showing

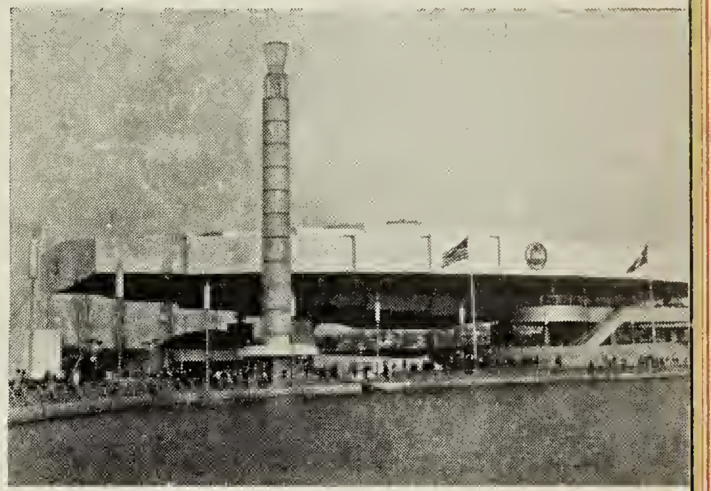
Norelco® projectors are everywhere at the Fair educating, intriguing and entertaining



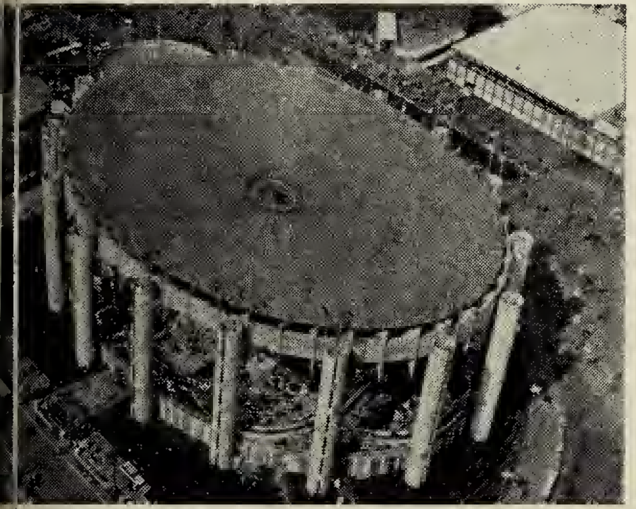
aman Kodak Pavilion
relco AA II 70/35mm Projectors
lied by Reevesound Company, Inc.



General Motors Pavilion
10 Norelco 16mm Projectors
Supplied by Reevesound Company, Inc.



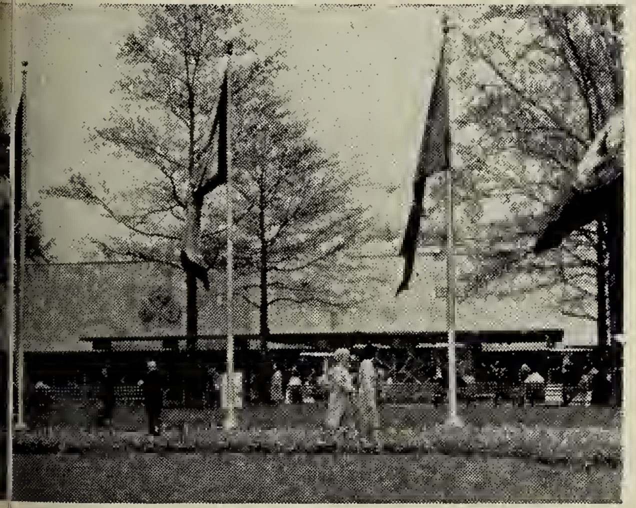
Bell System Pavilion
65 Norelco 16mm Projectors
Supplied by Reevesound Company, Inc.



York State Pavilion
relco Super Pulse-Lite 35mm Projectors
lied to Coleman Productions, Inc.
agna-Tech Electronic Co., Inc.

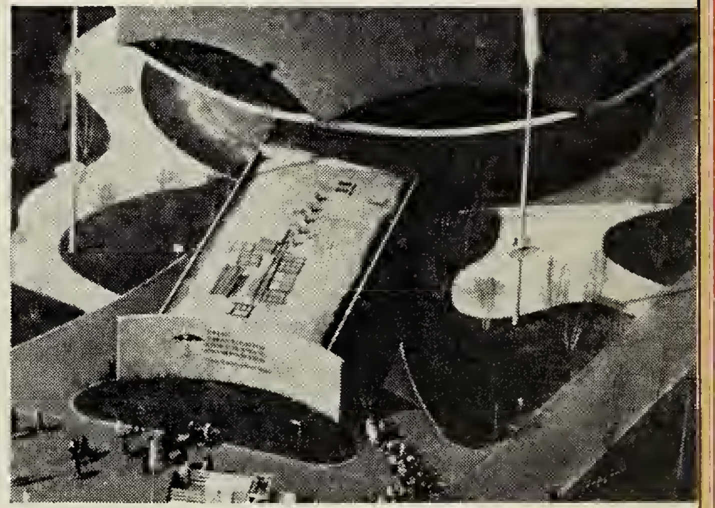
Power and Light Pavilion
5 Norelco Pulse-Lite 35mm Projectors
Supplied by Reevesound Company, Inc.

Spanish Pavilion
2 Norelco 35mm Projectors
Supplied by National Theatre Supply Company



Pavilion
elco 16mm Projector
plied by Reevesound Company, Inc.

Churchill Exhibit
Norelco 16mm Projector
Supplied by Jerome Menell Company, Inc.



Travelers Insurance Pavilion
Norelco 35mm Projector
Supplied by Reevesound Company, Inc.

Graham Pavilion
elco AA II 70/35mm Projector
plied by National Theatre Supply Company

Du Pont Pavilion
2 Norelco AA II 70/35mm Projectors
Supplied by National Theatre Supply Company

General Cigar

General Cigar Pavilion
Norelco 16mm Projector
Supplied by Reevesound Company, Inc.

NORTH AMERICAN PHILIPS COMPANY, INC., MOTION PICTURE EQUIPMENT DIVISION, 100 EAST 42nd STREET, NEW YORK, N. Y. 10017

EXTRA PROFITS

Devoted exclusively to refreshment operations at indoor and drive-in theatres, sales of confection, popcorn, beverages, food and other profit producing items, food preparation and vending equipment, concession management and design.

Al deProspero, editor

September 15, 1965

Concessionaires Offer Profit Pointers

NAC Grass Roots' Forum Features Promotions, Merchandising Tips

FALMOUTH, MASS.—A joint meeting of the Theatre Owners of New England and Eastern Regional meeting of the National Association of Concessionaires was concluded here after three days of business and fun by delegates.

In the spirit of last year's combined meet, hailed as the beginning of a stimulating association between the two organizations, business sessions, forums and panel discussions again yielded a wealth of concessions promotion and merchandising ideas.

At a "Grass Roots" forum, the NAC presented a plaque for the best concession merchandising idea to John J. Nerich, Jr., manager, Meadow Glen Twin Drive-In Theatre, Medford, Mass. for his concessions campaign on "Lemon Whoppers." Choosing crush lemonade with the name "Lemon Whopper" as the promotional project, Nerich told the forum, "We instituted a four step plan for its sale:

> (1) Our employees were instructed to be sure that 'Lemon Whoppers' were placed first in line and neatly displayed. (2) We instructed all employees to promote the 'Lemon Whopper.' (3) Crush International sent material to promote our project which was put to good use, along with original signs we had made reading 'Don't be a sourpuss, try our 'Lemon Whopper.' The signs were placed in conspicuous places throughout the cafeteria area. (4) We gave the customers a little extra—A top supplied by Crush International or a parasol, which we supplied.

"Because of the tremendous demand for lemonade, we found it necessary to purchase a new hose line to provide uninterrupted service to our patrons. This hose line enabled us to provide water faster to our AMF dispenser which holds the lemonade," Nerich said.

He told delegates that "In 1964 our figures showed our promotional drink for the summer sold 113 per thousand. This year, per thousand, they ran 151 or an increase of 33.6 per cent. We are quite proud of these figures for, with a little extra work, we can see the difference in total sales. Our per patron sales on all drinks rose 13 per cent from 13.67 cents in 1964 to 15.45 cents this year.

In another promotion, Joseph Bean, manager, Revere Theatre, Revere, Mass., detailed a plan which increased concession sales as well as box office gross by 30 per cent or more. The plan started in the Revere and was adopted by 15 additional theatres in the Interstate Theatres Circuit, he pointed out.

"This promotion," Bean told the session, "revolved around the little 'Tootsie Roll' candy bar. It was a four Saturday matinee program in all theatres with special children's shows, special prizes, merchant store tie-ups, with the Sweets Company of America as sponsor.

"The Sweets Co. liked this promotion so well that they kicked in with $500 cash for prizes which amounted to over $1,000 wholesale, in prizes to us. They also made up and provided a one minute 'Tootsie Roll' trailer for every theatre plus all kinds of display and advertising material. They also donated prizes for the managers for best displays and sales. The promotion started several weeks ahead with the local manager contacting the local merchants, together with the 'Tootsie Roll' salesman, to explain the promotion.

"Every merchant contacted was most receptive to this plan and upon ordering 'Tootsie Rolls' from the salesman received a batch of window cards, prize ticket announcement cards, and duplicate numbered ticket coupons. Mass displays of 'Tootsies' and prizes were set up in stores and theatre candy counters.

"The more 'Tootsie Rolls' a person bought, the greater opportunity to win prizes. Coupons were given out every day during this entire promotion with 'Tootsie Roll' purchases. Parents bought the candy to bring coupons home for the kiddies so that they might win a prize the following Saturday matinee. Ten to 20 prizes were given away each week per theatre for four weeks. For our part, we made up special silk screen window cards and special 'Tootsie Roll' coupon double numbered tickets."

Clean Stand Stressed

Speaking on the "Essentials of Cleanliness, Selling and Displays in Theatre Refreshment Stands," Ben Greenberg, manager of the Stadium Theatre, Woonsocket, R. I., said: "I believe that cleanliness cannot be emphasized too much at any time, therefore I can tell you that our stand is being cleaned constantly. In the training of our help, they are taught what to do to keep the stand clean and they do it at every spare moment. The stand is spotless. We do not keep an attendant if she shows the least sign of reluctance toward cleaning. I know that you are all concerned with the cleanliness of your refreshment operation and in our Stadium Theatre in Woonsocket, a city of 50,000 with a drawing population of an additional 75,000, we find that cleanliness is the greatest asset.

"We find that intermission is very important and we run one at every show regardless of the number of people in attendance.

"We find that people look forward to the intermission not only to stretch and visit the stand, but it also gives them a chance to have a smoke. In all, the intermission has a relaxing effect and this becomes a period they look for. This helps sales.

"While our attendants are trained to serve and suggest items to everyone they are carefully trained to help the youngsters to make up their minds when they are undecided. Indecision on the part of the youngsters can slow up sales, especially during intermission when the stand is crowded. One of our attendants is assigned to pay particular attention to the small fry so that they are not overlooked in the crowd and that they can get what they want and move away from the counter as quickly as possible. When you take care of kids, you are going in the right direction. This helps sales.

"Our stand is dressed up with special decorations for the different seasons and holidays. This makes the stand more attractive and is a change from the regular routine. Whenever we can, we obtain special displays from the vendors and we make any change in these displays that we think will help to sell more concessions. I refer particularly to a Coca Cola display which is a lantern type sign that sets on a stand and revolves. This sign has four sides of plastic glass with the following copy: (1) Candy, (2), Popcorn, (3), Ice Cold Coca Cola, and (4) Have A Coke Here.

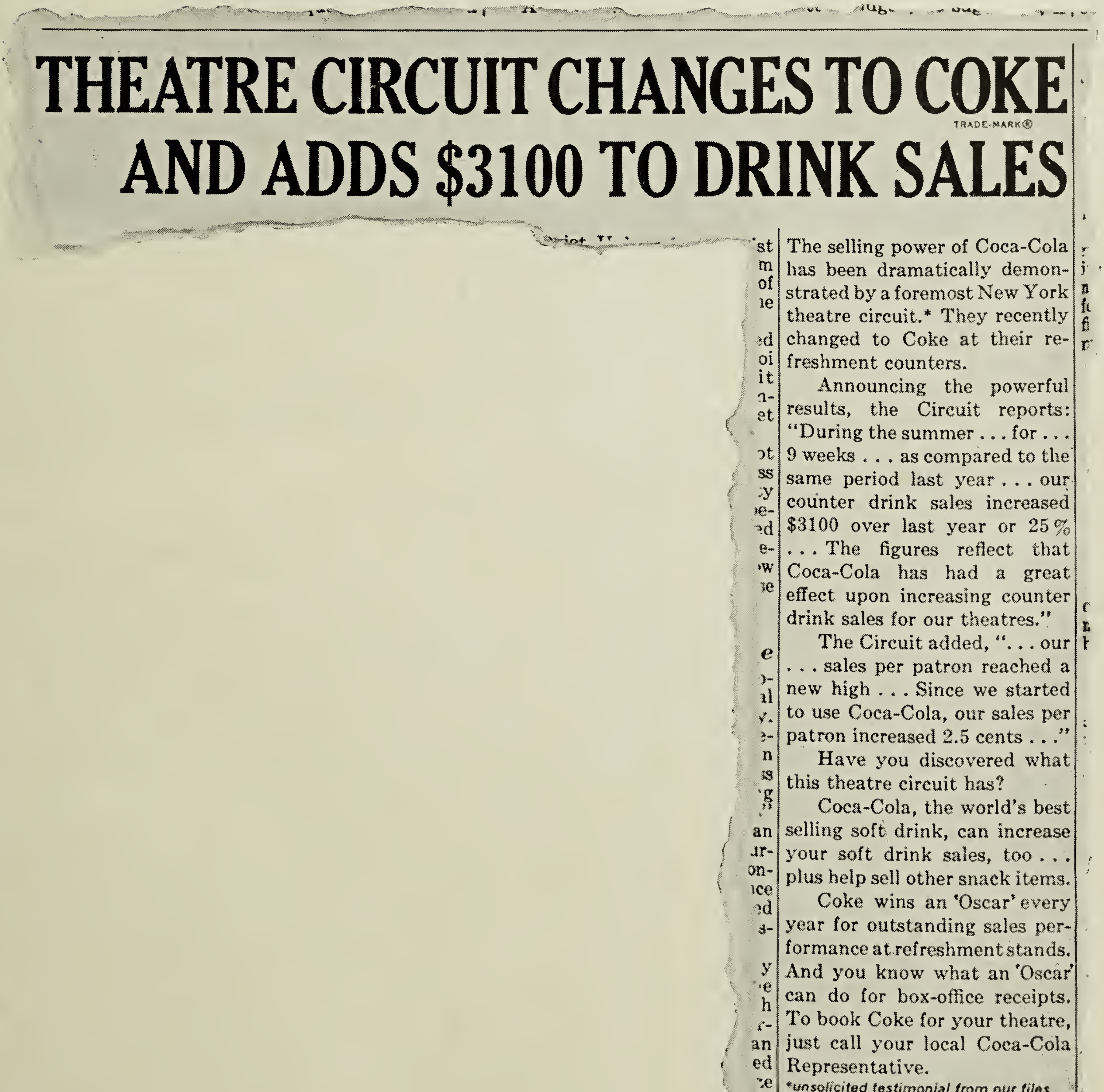
"We obtained a sheet of ¾" black plastic letters from National Screen and inserted them on the sign so that it now reads (1) Candy, Ice Cream, (2) Popcorn, Buttercup 25¢, (3) Ice Cold Coca Cola in Drink Machine, and (4) Have A Coke Here. This sign now sells more than in its original design and it still sells Coke as Coca Cola intended it to do.

"On the drink machine, we have removed the plastic sliding door that we found to be a hindrance rather than a help in dispensing drinks. It became necessary for the patron to use two hands in order to obtain a drink. In addition to this, the matter of cleanliness was another reason which made us decide to remove the door because after the first drink was dispensed, the plastic glass became splat-

(*Continued on Page PE-15*)

"COCA-COLA" AND "COKE" ARE REGISTERED TRADE-MARKS WHICH IDENTIFY ONLY THE PRODUCT OF THE COCA-COLA COMPANY.

Talk About Good Reviews, Look At This One:



THEATRE CIRCUIT CHANGES TO COKE AND ADDS $3100 TO DRINK SALES

TRADE-MARK®

The selling power of Coca-Cola has been dramatically demonstrated by a foremost New York theatre circuit.* They recently changed to Coke at their refreshment counters.

Announcing the powerful results, the Circuit reports: "During the summer . . . for . . . 9 weeks . . . as compared to the same period last year . . . our counter drink sales increased $3100 over last year or 25% . . . The figures reflect that Coca-Cola has had a great effect upon increasing counter drink sales for our theatres."

The Circuit added, ". . . our . . . sales per patron reached a new high . . . Since we started to use Coca-Cola, our sales per patron increased 2.5 cents . . ."

Have you discovered what this theatre circuit has?

Coca-Cola, the world's best selling soft drink, can increase your soft drink sales, too . . . plus help sell other snack items.

Coke wins an 'Oscar' every year for outstanding sales performance at refreshment stands. And you know what an 'Oscar' can do for box-office receipts. To book Coke for your theatre, just call your local Coca-Cola Representative.

unsolicited testimonial from our files

things go better with Coke

TRADE-MARK®

Drink Coca-Cola

The only expensive items in this picture

...are the pearls

The trouble is, American Seating theatre chairs look so good—so right—that some people assume their beautiful design means a cost beyond their budget.

Look again.

Many chairs in both American Seating Bodiform® and Stellar® lines are actually priced far less than their appearance suggests.

Because, through experience, American Seating has found the ways to combine all the advantages of functional design with smart modern styling. And with virtually unlimited combinations of fabrics, colors, aisle standards from which to choose, your choice becomes distinctive. Your theatre becomes one of a kind.

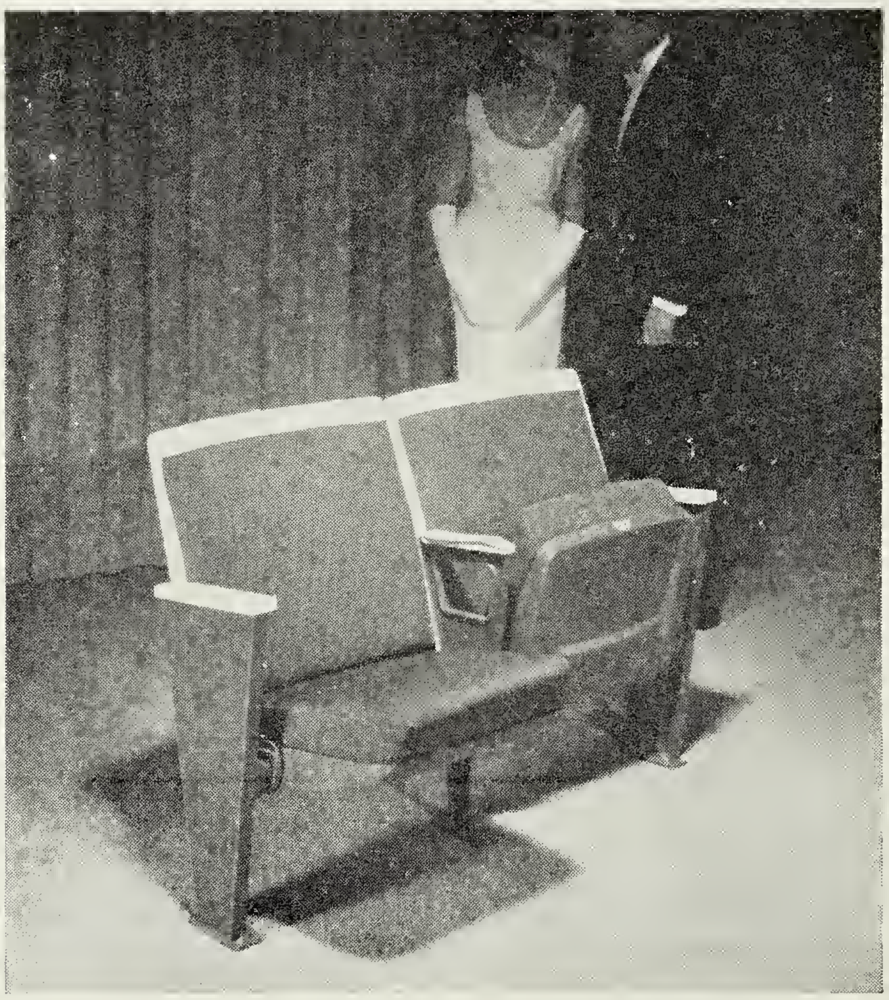
If you're planning a new theatre, or to reseat your present one, get all the seating you pay for. Write Dept. M for literature.

AMERICAN
® SEATING

The standard by which all public seating is measured
GRAND RAPIDS, MICHIGAN 49502

AMERICAN
® SEATING

nobody makes better theatre chairs than AMERICAN SEATING



and there's no better place to buy them than N.T.S

Why does NTS sell so many American Seating chairs?

Because we do more than sell. Your NTS man is not just a salesman, he's a theatre man. He knows your problems and your needs. If you need chairs, for example, he'll sit down with you and help you choose the *right* chair for *your* theatre.

He'll show you a *complete* line of American Seating chairs and suggest styles that theatres like yours have found practical. He'll give you the best chair at the best price on the market. And he'll take care of delivery, layout and installation as well as arrange for an extended payment plan.

If you're in the market for theatre chairs, talk to the man who does more than just sell chairs. Talk to your theatre man—your National theatre man.

N.T.S **National**
THEATRE SUPPLY COMPANY
Subsidiary of General Precision Equipment Corporation GP

BRANCHES FROM COAST TO COAST • HOME OFFICE, 50 PROSPECT AVENUE, TARRYTOWN, NEW YORK • PHONE MEDFORD 1-6200

"Pink Phinks" Sprout From Panther's Success

Title Character of "Pink Panther" Continues To Convulse Audiences

■ Early last year, a bouncy cartoon character stalked into the main title of Blake Edwards' production "Pink Panther" and proceeded to thrust himself insistently into the spotlight—messing up the lettering and grabbing the title credits all for himself.

His appearance lasted a scant four minutes, but this was long enough to launch a new star. In that four minutes the Pink Panther convulsed the audience, caught the favorable attention of just about every critic who reviewed the film and brought ticket purchasers rushing to the box office asking, "When do the titles start?"

Audiences not only applauded, they stayed through to watch the titles a second time.

Doubtless, while the Pink Panther's creators, DePatie-Feleng Enterprises of Burbank, California, had every reason to feel satisfied with a "job well done" when they first screened the Panther title, they had no idea of the sensation they were about to create. But once the returns started coming in, they were quick to capitalize on it.

At this writing, DePatie-Freleng has already begun releasing the first of Pink Panther cartoon shorts to theatres. This not only reverses a trend away from cartoon shorts, but does it with the first brand new theatrical cartoon character to be introduced in the last ten years. As a result, filmmakers and distributors who had been ready to write off cartoon shorts as a dead issue—at least as far as luring customers to the box office was concerned—had to stop for a second thought.

What they discovered was that, despite competition from cheaply made foreign cartoons and an inundation of TV outlets with animation-type material, the Hollywood-bred cartoon can still be a boxoffice booster if its approach is fresh, lively and sophisticated.

For example, all hands concerned are convinced that the four-minute "Pink Panther" titles boosted the cash take for that feature length film. While neither Blake Edwards or Harold Mirisch can put an exact figure on the amount that the titling added to the gross, their estimates range between $1 million and $1.5 million. With figures like this in hand, and with 104 Pink Panther cartoons on the boards, it would seem that mourning for the Hollywood cartoon short has been a little premature.

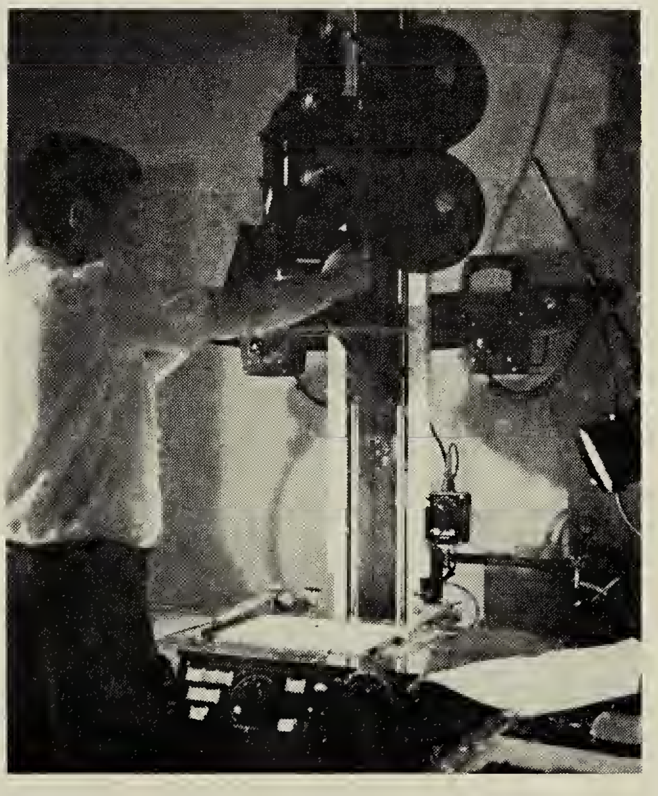
Additional evidence is provided by the fact that United Artists, handling distribution for the new Pink Panther cartoon, has characterized exhibitor response as "fantastic." UA is backing the push with a heavy exploitation campaign, including distributing regular "one sheet" posters announcing in advance the coming cartoon capers of the "Pink Phink."

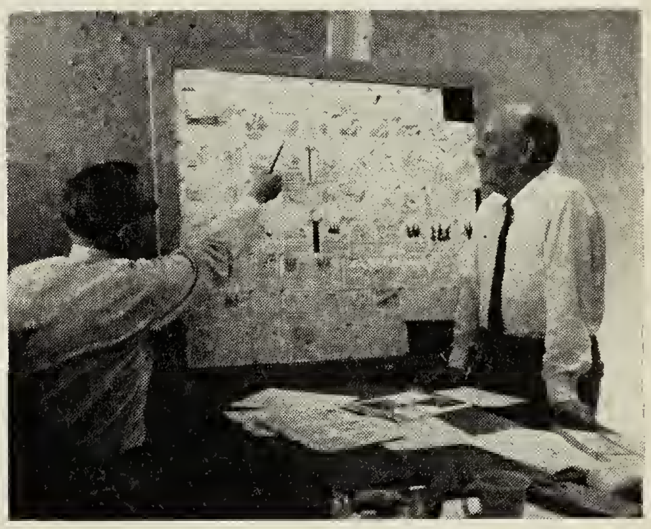
At the same time, printing companies and manufacturers are extending continuing feelers toward DePatie-Freleng for the right to manufacture Pink Panther by-products, the stuffed toys, comic strips and children's books which can do a promotional job all their own.

David DePatie, president, DePatie-Freleng, whose "Pink Panther" title credits triggered a whole new cartoon series.

Just why the Pink Panther was so suddenly successful is a little hard to analyze. (If producers and agents knew what was going to be a smash ahead of time, Hollywood's ulcer doctors would be out of business tomorrow.) But all the pieces of the answer lie right in DePatie-Freleng's own studio, which represents a powerful alliance between fresh creativity and recent technological advances in the film industry.

First there is creativity—The men behind the DePatie-Freleng title pool years of movie-making experience. President David DePatie won his first Academy Award at the age of 20 for the special sound effect for the science fiction movie, "Them." Partner Fritz Freleng is a veteran animator who has won four academy awards, been nominated for 15 and originated such popular cartoon characters as Porky Pig, Sylvester and Tweetie Pie.


Animation art for series is photographed by a Deluxe camera, using Eastman Type 5251 35mm color film.


Veteran animator Fritz Freleng (R) reviews story board for new "Pink Panther" cartoon series with DePatie-Freleng artists.

Together they're well equipped to bring a fresh, creative approach to film-making.

Then there is technology: The film industry in general is constantly upgrading its product. New films, new optical techniques, new equipment exist which allow creative affects that simply were not possible five and ten years ago.

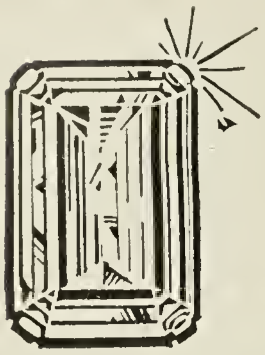
Film itself is being constantly improved. Better quality in grain and color characteristics give film-makers the ability to utilize more creative optical effects, such as combining live action with animation, without diminishing the quality of the projected image. The end result is that producers can take a far more flexible approach when creating their product.

DePatie-Freleng studios is perhaps typical of this. Flexibility, in fact, is a key factor in their growth. Since their entire approach to titling is to create a mood which will set the audience up for what is to follow, they need the widest range of tools and techniques. Animation, live action, stop action, graphics or a combination of any and all are used as deemed necessary. This holds true for the commercials which DePatie-Freleng turns out as well as for titling. In the venacular of the film-maker, they "stay loose." And with the new tools available they can easily switch from one technique to another without any sacrifice of quality.

Just how important flexibility is to the company may be gauged from its experiences in filming the main title credits to "Satan Bug," a moody science fiction thriller about biological warfare. Satan Bug's credits were planned to play against a background of shifting colored forms, representing microbes discolored with contamination. The first titles were completely animated using the successive cel approach. But when the results were screened, DePatie-Freleng planners found there was something lacking.

The animation seemed to be a little too smooth. It did not have the rugged and eerie

(Continued on Page PE-20)



Symbols of

PRECISION

in every phase of every Massey installation is obvious even after years of the roughest wear. Every effort is bent toward combining attractiveness with enduring quality from the frames to the fabric and finishes, so that all add up to a good pay-off for the patron as well as the exhibitor. Such meticulous care is yours with us. Call a Massey man.

now featuring

MASCOFOAM SEAT CUSHIONS

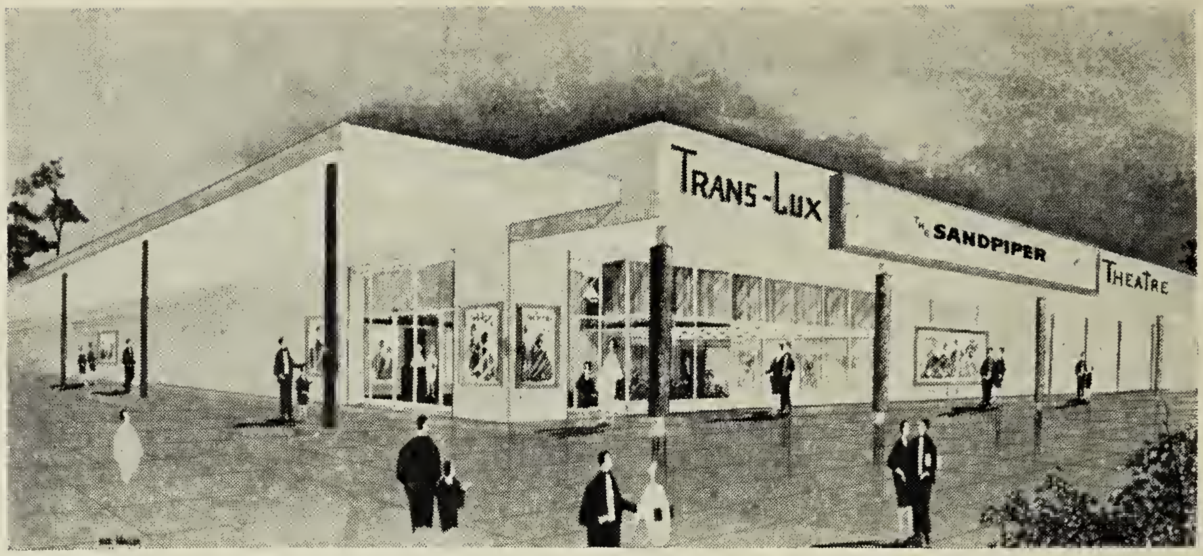
More durable, more comfortable, safer. Fire and moth-resistant, won't lump, sag or mat. Moulded to "breathe" and may be cleaned. Ask for samples.

MANUFACTURERS:
Foam rubber & spring cushions; coverings.

DISTRIBUTORS:
Upholstery fabrics, general seat supplies.

MASSEY
SEATING CO.

100 Taylor Street, Nashville, Tenn.
Phone: Chapel 2-2561



Trans-Lux Adds Indoor

■ The Reisterstown Plaza theatre, part of the recently completed Reisterstown Shopping Center in suburban Baltimore, is the newest addition in the ever-growing Trans-Lux theater chain. Serving an upper-middle income family group in its immediate vicinity, it is easily accessible to the 1.5 million metropolitan population via-near-by highways and main bus routes.

The theatre has a 850-seat capacity, free parking for 4000 cars, and is equipped with the latest in scientifically engineered projection equipment, including 35 mm with Cinemascope, 70 mm, and a 6-channel stereo sound system. The general supervision for the new theatre will be in the hands of Irving Cantor, who now heads all of Trans-Lux' operations in Baltimore, with Pat Patrick appointed as manager.

White marble has been used on the exterior walls and this effect has been carried over into the theatre lobby, creating a continuous design. The elegant interiors are harmoniously blending red, gold and white tones in walls, theatre curtain and carpeting throughout the house. A luxuriously equipped coffee lounge, a "first" in Baltimore motion picture theatres, will serve the convenience and comfort of its patrons.

The premiere attraction was "The Sandpiper."

The Reisterstown is planned as a first-run motion picture theatre, serving discriminating audiences in the Greater Baltimore area.

Exposition Theatre Set

MONTREAL—"Expo 67" will build a 2,000 seat theatre to house its film festivals and popular entertainment attractions during the 1967 world exhibition.

John Pratt, deputy director and producer of entertainment for the exhibition, said the Expo theatre will fill an important need in its massive entertainment program.

"Our world festival of the performing arts will take place largely in the Place Des Arts which in 1967 will consist of three buildings—the 3,000-seat grande salle, a 1,300 seat theatre and an 800-seat hall," he said. "We needed another theatre of around 2,000 seats especially to house our film festivals, musical comedies and a great many other special events of importance that could not be presented otherwise."

Construction will begin in October with completion set for late December, 1966, leaving four months before the exhibition opens in which to iron out all technical details and to train a staff to man the building. The theatre—an imposing wedge-shaped structure—will stand just inside the exhibition's main entrance gate, but theatregoers will not have to pay admission to the exhibition to reach it. A special closed-access route will run from outside the site up to the theatre's front doors.

The auditorium will be wood-panelled and its design carefully engineered for maximum accoustical effects. Following the continental custom, there will be no center aisles in the 1,350-seat orchestra section. The balcony, which will have one center aisle and be backed by a projection booth equipped to screen 16, 35 and 70 mm films, will seat 650. The entire building will be air conditioned.

There will be ample lobby space in the theatre, four bars—two on the balcony level and two on the ground floor—and a fully equipped press room. Lobby floors and aisles will be carpeted and all walls accoustically treated.

The stage will measure 120 feet wall to wall and 40 feet deep with a proscenium opening 29 feet high and 50 feet wide. Largely because of its high grid—72 feet— Expo Theatre will be able to house almost any kind of theatrical production.

Several exits on either side of the theatre will enable the audience to leave the building after a performance quickly and a new audience to enter almost immediately. Because of this, it will be possible to stage two shows within half-an-hour of each other.

CARBON ARCS . . . **FOR FINEST PROJECTION** *. . . Compact Xenon Arcs*

Lorraine Arc Carbons
division
- Brighter Light on Screen
- Longer Burning per Carbon
- More Economical . . .

XETRON products
division
XETRON LAMPHOUSES • XETRON POWER SUPPLIES

CARBONS, INC., BOX K, SADDLE RIVER, N. J. 07927

PROFIT POINTERS

(*Continued from Page* PE-8)

tered with soda and syrup and always looked messy. After removing the plastic, we had a tinsmith make up a stainless steel tray with a ¾" lip in front and on the sides. For the part that slid into the opening, he used the lip for a clasp by bending it in a semi-circle so that each side of the tray was clasped to the machine. Now we have a neat looking tray which allows anyone to get a drink with one hand while holding other refreshments in the other hand. The tray is removable and easily washed."

Louis Kenney, manager, Paramount, Newton, Mass., detailed how both grosses and profits were increased in vending departments in a hard top operation.

"We assume of course," he said, "a clean inviting stand and properly functioning equipment. Our next essential—that when the house opens, all preopening procedures have been completed. The house must be opened in sufficient time to allow patrons the opportunity to make their selections at leisure before going to their seats.

"We must remember that a hurried sales clerk will not have time to promote extra sales and give complete and satisfactory service to their patrons. At the other end of the operation, a stand must remain open until after the last feature has started and the boxoffice has closed.

He said "one of the best ways to increase profits is to hold on to the money that comes in; that is by cutting down, or cutting out, shortages. A $10 shortage represents between $20 and $30 in gross sales that must be made up. We have found that the best way to reduce or eliminate shortages is with preopening and after closing inventories, with sales girls signing for all merchandise received and accounting for same each show, matinee and evening.

"In this way," he said, "each succeeding inventory checks out the previous inventory and the cost of taking these inventories is very low once the girls become accustomed to them. Various items can be labeled as entrance or intermission items, and this guides us as to the emphasis to be placed on sale of these items at given points during the program."

He added that "after much discussion, and in view of the lack of new items, we decided to try an increase in the price of popcorn, changing from 15 cent to 25 cent regular corn, and from 25 cent to 35 cent buttered corn. Where we thought we might get resistance to the price, we got very little, although naturally some evidenced surprise. However, in checking the house after the breaks at night, we found too many boxes left in the seats with the contents only partially consumed. Also, we periodically go to the stand to better evaluate the operation and to note patrons' requests and reactions, and in so doing found some people turning down popcorn because a 25 cent box held too much corn for them. After studying the situation, we went for a psychological solution rather than dropping back to the smaller price; instead, we developed a slightly smaller box by tailoring the dimensions in such a way that it did not appear smaller to the patron. This, in a very brief period, eliminated all reaction to the 25 cent popcorn, with the result that the popcorn gross profit and sales have increased appreciably in the first half of 1965 over the like period in the previous year."

Louis L. Abramson, executive director of the NAC, spoke on the association's role in the concession industry, and pointed out: "NAC is a young association in years, having developed from the interests of the popcorn industry in the theatre's concession stand, but now has greatly enlarged its field. The organization represents not only popcorn but every item handled by a concessionaire in theatres and in amusement-recreation or fun spot centers.

"Basic principles and objectives which guide the NAC are to assist its members in the development of highest quality operations in every field; to be the vehicle by which its members are enabled to make a greater profit from their individual operations; and help increase sales and lower costs for members."

He called attention to the NAC Concession Handbook calling it a veritable 'bible' for concessionaires, providing, as it does, guidelines to better concession management.

He concluded by saying "NAC is the voice of the Concessions Industry as well as its eyes and ears. Its influence is constantly being expanded to other areas, new outlets and locations."

NAC co-chairmen for the NAC Regional convention were: Jack O'Brien, New England Theatre Corp.; and Irving Shapiro; Concession Enterprises, Boston. George Roberts, Rifkin Drive-In Theatres, known as the "toastmaster of film row," toasted at the President's banquet all the industry figures attending and the political leaders who spoke.

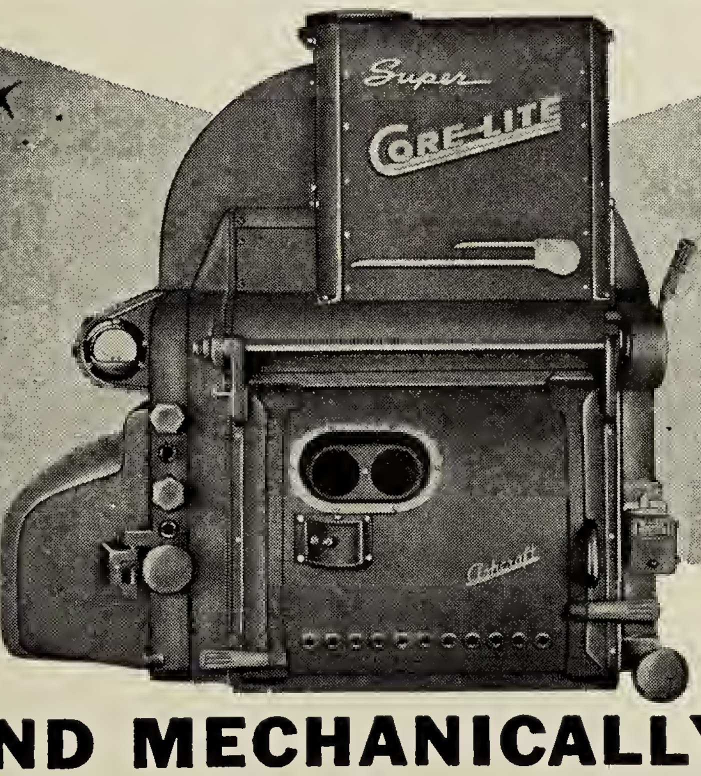
Several cocktail parties had as hosts The Vendo Co., Westinghouse Electric and Union Carbide, while Pepsi-Cola sponsored the golf tournament; and Coca-Cola Co. hosted the President's Banquet.

The Ashcraft SUPER CORE-LITE®

35/70 PROJECTION LAMP

UNEQUALLED for LARGEST INDOOR THEATRES

UNEQUALLED for LARGEST DRIVE-IN THEATRES



OPTICALLY AND MECHANICALLY PERFECTED TO PROJECT THE MOST BRILLIANT PICTURE POSSIBLE!

Now available with... the New Core-lite Front Surface Coated Cold Reflector with a 2 Year Warranty

Registered Trade Mark® SOLD EVERYWHERE IN THE UNITED STATES BY LEADING AUTHORIZED THEATRE SUPPLY DEALERS

C. S. ASHCRAFT MANUFACTURING CO., INC.
36-32 THIRTY-EIGHTH STREET, LONG ISLAND CITY, NEW YORK

Pepsi-Cola Names New President

NEW YORK—The board of directors of Pepsi-Cola Co. elected James B. Somerall president and chief executive officer at a meeting held here recently.

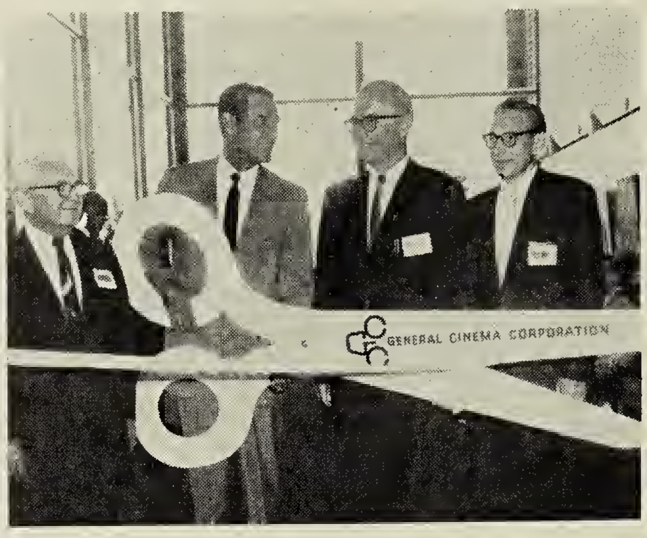
The announcement was made by Donald M. Kendall, president and chief executive officer of PepsiCo, Inc. of which Pepsi-Cola Co. is a major division. Kendall formerly held both positions.

Pepsi-Cola, through its bottler franchise system, Pepsi-Cola Metropolitan Bottling Company, and other distributions, is responsible for the sales development of all the Company's soft drinks in the United States; overseas sales are the responsibility of PepsiCo International, whose organization was announced last week.

Somerall, recently executive vice-president and general manager of domestic operations, had previously been president of Pepsi-Cola Metropolitan Bottling Company, Inc., a wholly owned subsidiary that operates 18 Pepsi-Cola plants in 14 cities throughout the country. Prior to rejoining the Company in 1963, he was general manager of the Pepsi-Cola Bottling Company of Cincinnati. In 1953, as an officer of Pepsi-Cola, he had responsibility for the nationwide sales development of Schweppes products.

Somerall's career in the beverage industry began in 1937 in a bottling plant in Kalamazoo, Mich. Subsequently, he managed bottling operations in various sections of the United States.

A graduate of the University of Alabama, Somerall served as an infantry lieutenant during World War II. He lives in New York City, with his wife, Dorothy Jane, and their children, Steven and Candy.



Pictured at the ribbon-cutting ceremony opening General Cinema Corporation's new Cinema Theatre at the Randhurst Shoppping Center in Chicago, Illinois, are (L to R) Samuel Seletsky, vice-president, General Cinema; Craig Stevens, star of "Peter Gunn"; and Richard A. Smith and Melvin R. Wintman, president and executive vice-president, respectively, of General Cinema. The opening of the Randhurst Cinema marks the eighty-fifth theatre in the Boston-based circuit's ever growing national chain.

Va. Indoor Announced

WASHINGTON, D. C.—Suburban Theatres, a new company recently formed by District Theatres Corp., announces the leasing of a theatre to be constructed as part of the Lee Plaza shopping center, on Route 1 at Penn Daw, Va. The site is located at the intersection of North King's highway and Route 1.

Plans call for a 900-seat deluxe theatre which is scheduled to open next summer.

1932
1936
1940
1954
1965

BIGGER EVERY YEAR

Growth through 33 years is a Ballantyne pattern

When you want total planning and precision equipment for a new theatre—planning that includes everything in one comprehensive package, here's 33 years of know-how and hard-headed understanding of the theatre industry. Why not phone today.

Ballantyne INSTRUMENTS AND ELECTRONICS, INC.
A DIVISION OF ABC CONSOLIDATED CORPORATION
1712 JACKSON STREET OMAHA, NEBRASKA 68102

Bars, Packaged Goods Pace Record Candy Year

U. S. Candy business chalked up a record year for 1964 marking the best year in the candy industry's history. Sales rose to a record high of $1.4 billion at the wholesale level, seven per cent above sales for the previous year. Candy production, according to the National Confectioners Assoc. of the U. S., broke another record in 1964 as candy manufacturers produced 3.4 billion pounds—up three per cent from the year before.

Per capita candy consumption was also up from 17 pounds, 11 ounces to 17 pounds, 14 ounces for 1964. This is the highest per capita consumption figure in 14 years. Package goods, ranging from expensive boxed chocolates sold in candy stores to bagged candies sold in supermarkets, led all other confectionery categories in sales, accounting for 40 per cent of the industry's total dollar value. Candy bars ranked second, accounting for 33 per cent of the industry's total sales. Bulk goods represented 11 per cent; 5-cent and 10-cent specialties, 11 per cent; and penny goods, 5 per cent of total dollar value.

The average gross margin on candy in food stores this year is 29 per cent, according to a national survey of chain and independent stores, published in the June issue of Progressive Grocer Magazine. This compares with 27.6 per cent in 1963 and 25.8 per cent in 1960.

Efficiency and common sense characterize what retailers have been doing during the past year to improve candy sales and profits, according to the Confectioners Association report. The most prevalent changes, according to the study, are (1) Use of more displays or special displays; (2) Relocation or enlargement of displays; (3) Tightening of control and weeding out of slow movers; (4) Assignment of employees to supervise the candy buying, as well as the housekeeping and stocking of the candy section; (5) Installment of new fixtures.

Suggestions for retailers in displaying and handling candy in supermarkets include the following: (1). Display best profit items at waist to eye level; (2) Display bulk items and children's candies on lower shelves; (3) Departmentalize items in the same category; (4) Display by color contrast and packaging contrast; (5) Candy specials should be displayed apart from the regular candy section, thus minimizing clean-up problems and enabling left-overs to be moved into the regular section.

Lily Buys U. C. Equipment

NEW YORK—Lily-Tulip Cup Corp. announced the purchase of the round nested container manufacturing equipment of Union Carbide Corp. The Company said it would, in due course, move the equipment to its own facilities from Union Carbide's Fairlawn, N. J. plant.

The Company said that the equipment would be modified so as to be compatible with Lily-Tulip's plastic production techniques.

Lily-Tulip is a leading producer of round nested cups and containers made both from paper and plastic materials, used for the packaging and service of foods and beverages. It includes in its product line more than 90 different all plastic dishes, closures, cups and containers.

Union Carbide, through its Plastics Division, produces raw materials for the plastics fabricating industry and also manufactures and markets some finished plastics products.

U.A. All-Purpose Theatre Opens In N.Y.

(*Continued from Page 6*)

peting in the auditorium is beige, with an acqua and avocado pattern. A neutral gray was chosen for the floors.

Seat spacing in the orchestra is 38 inches, while the loge seats are 40 inches back to back.

Interior Decorator Tony Hale used a slate floor for the lobby with green grain, and marbled wall bases picking up the green touches in the flooring.

Off-white vinyl walls are found in the foyer area, and stairwells are trimmed in walnut with anodized aluminum handrails. Neutral colored Formica and walnut trim sets off the water cooler, and doors in the foyer are covered with the same shade Formica.

An 18 foot settee designed by Hale sets off the lounge and is also upholstered in avocado green. Off-white tile walls and floors are contrasted with the same shade green in the theatre's rest rooms.

The theatre offers a modern snack bar, operated by Circuit Vendors, Inc., and its concession stand and counters were built by Manhattan Woodworking Corp. Seeburg dispensers, Servemaster popcorn warmer, Supurdisplay butter dispenser, signs by Coca-Cola, and ice-cream cabinets by Borden are featured.

Projection and sound equipment was supplied by Western Theatrical Equipment Co., of San Francisco, installed by J. J. Kelly, of Skouras Theatres.

The U.A. Theatre will offer showcase type product to its audiences and, will be a prototype for other Purpose Theatres in the planning stage.

The company is preparing to convert the Rivoli, N.Y.C., to an All Purpose Theatre, and the U.A. Theatre, Detroit will also undergo conversion. A goal of 30 key theatres, both domestic and worldwide, has been set for the first year.

Robert A. Naify, president of United California Theatres, has announced plans to construct two such theatres in the Bay area. Locations are at the Stonestown Shopping Center, San Francisco; and the Moonlight Shopping Center in Santa Clara at El Camino and Kiley Blvd. Construction, according to Naify, will begin immediately and the theatres are expected to be in operation late this year or early next year.

Both houses will be deluxe 1,000 seat All-Purpose Theatres, employing the D-150 system. New design innovations and unusual furnishings are planned for both. William David designed the Stonestown, and George Raad, A.I.A., designed the Santa Clara, intended to be the most modern in their respective areas.

Picture widths at the U.A. Theatre in Lefrak City are

(1) Conventional 35mm (1:85/1)—40 ft.
(2) 35mm anamorphic (CinemaScope, Panavision, etc.)—47 feet
(3) 70mm (All processes in 2.1/1) 53 feet
(4) Dimension 150—70 feet

Though the U.A. Theatre and the new houses mentioned above were designed with the new process in mind, conversion of existing theatres may be possible. The company will study blueprints of existing situations and advise exhibitors on the feasibility of conversion.

What—No Chop Suey?

NEW YORK—They're serving chow mein, shrimp and egg rolls with an "educated" flavor at the Flavos Snack Bar in the International Plaza at the New York World's Fair.

The special touch comes from two of the employees, Shu Ching Liu, 24, of Tainan, Formosa, and Sim Yaw Soon, 26, of Sarawak, Malaysia, University students who are rounding out their American education with service behind a food counter.

Sim is a scholarship student majoring in international relations at Yale and Shu is majoring in Far Eastern Languages and Literature at Harvard.

The petite Shu, oldest of three sisters and three brothers, taught Chinese at Tainan high school until being awarded a fellowship at Brigham Young University in Utah. She then won a scholarship to Harvard.

Sim, the oldest of five brothers and five sisters, won a scholarship to the New Asia College in Hong Kong and last year was awarded a scholarship to Yale.

Both Shu and Sim say that their experiences as employees of Flavos Chinese Snack Bar have given "spice" to their understanding of the American way of life. They will turn in their aprons and return to their studies at Yale and Harvard when the fall term begins.

Their boss, Larry Blumenthal, vice-president and director of operations of Flavo-Rite Foods, Inc., and NAC director, has invited Shu and Sim to spend their holidays with him and his family at Oceanside, Long Island. He promised he would have a strictly American cuisine at his home.

"They have served Flavos shrimp and egg rolls to more than a million visitors to our stand," Larry said, "and that's enough Chinese food to last anyone a lifetime."

VOS
KE • ORANGE
Shrimply Delicious
AVOS
IMP ROLLS

Shu, Blumenthal, and Sim

CONSTANT REFOCUSING IS UNNECESSARY

when you use modern first-surface (front coated)

TUFCOLD DICHROIC REFLECTORS

The aperture and lens never become excessively hot. Film gate heat is reduced 50% and emulsion blistering and film buckling are eliminated.

See your dealer for the size you need or write for data on sizes for all lamps.

THE Strong ELECTRIC CORPORATION
21 City Park Avenue
Toledo, Ohio 43601
Phone (419) 248-3741

NEW PRODUCTS

. . . that have theatre interest

Fast Copy Changes

Modu-Letr, a changeable copy sign with a permanent look, created by Hanover Manufacturing, Inc., of Columbus, Ohio, has added a unique new service advantage—an extruded aluminum hinged face for fast, easy cleaning with every copy change.

Managers needing to change copy frequently will be pleased by the ease and speed with which letters can be changed. There are no hooks or clips . . . the face of the sign can be changed in minutes.

Economy and versatility are Modu-Letr's outstanding features. Any length of frame may be ordered—any number of rows. Signs are stormproof—hold up perfectly under all weather conditions.

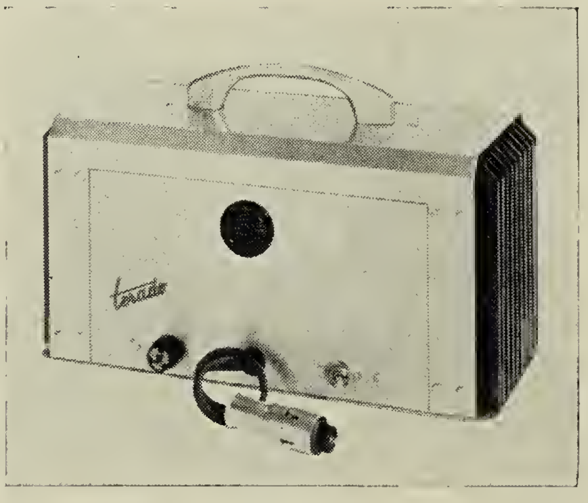
MODU-LETR ©
BY HANOVER

Fast Change Letters

Each letter, or copy module, comes complete with its own corrugated background. There is a choice of standard background colors and letters with each font of letters. Three different sizes of letters are available to choose from.

Transistorized Inverter

A new solid state transistor power inverter has just been introduced, called the Terado Tempest Model 50-170. This device changes the regular storage battery current of a car or boat to 117 volts filtered A.C. Capacity of this inverter is 125 to 150 watts.

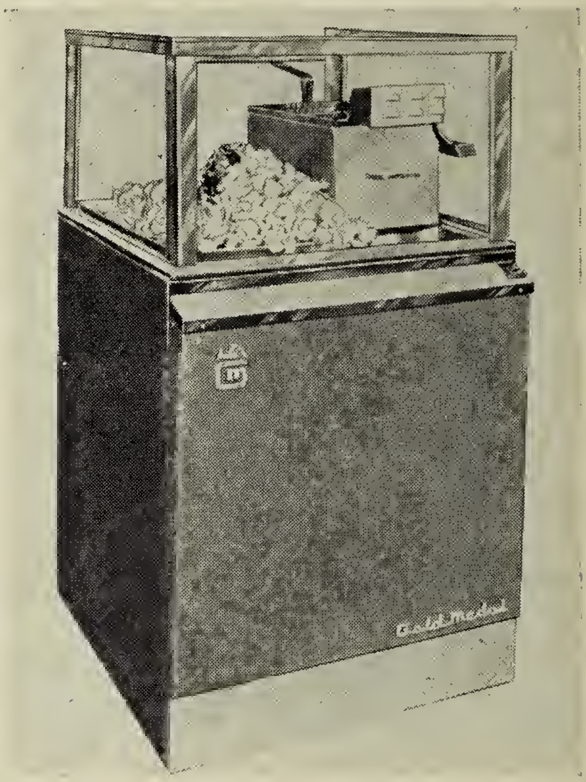


Power Inverter

The unit is housed in a heavy gage copper clad case with carrying handle. Typical items the Tempest will operate are amplifiers, radio, lights, electric drills, soldering irons, and other electrical devices.

Gold Medal Popper

Gold Medal Products Co. has introduced its new Continental Special Model popcorn popper. While retaining most of the features which made it a recognized 8-oz. popcorn machine value, the new model offers a 50 per cent increase in capacity, a virtually unbreakable fiberglass dome, a new kettle, and an improved thermostat. Also new in this year's Continental Special are the temperature and electrical controls.



Model 50 Popper

The former 8-oz. capacity of the Continental produced 150 ten-cent bags of popcorn in an hour—the only machine in the compact category capable of such production. The increased capacity of the new kettle brings this production to 225 bags or gross sales of $22.50 per hour.

Camera Lenses Tested

HOLLYWOOD—A free lens-test service for all types of motion picture camera lenses was announced this week by Gordon Enterprises, North Hollywood, Calif.

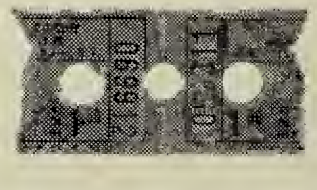
UL CSA

Some drive-in heaters do a good job of keeping themselves warm.

The Golden Hot-Shot Heater keeps your customers warm.
(that's what a heater should do).

GOLDEN HOT-SHOT
The Proven Drive-In Heater

Sold Internationally Thru Theatre Supply Dealers
EPRAD®
incorporated
1214 Cherry Street • Toledo, Ohio 43608



It's no box office secret...
every ticket purchaser __expects__ and __deserves__ a well-lighted screen presentation

NATIONAL
TRADE MARK
ARC CARBONS
The No. 1 Choice for
- Uniform Light Distribution
- Superior Arc Stability
- True Color Fidelity
- Unequalled Light Efficiency

UNION CARBIDE
CARBON PRODUCTS DIVISION

New Technikote Screen

A specially coated screen surface developed for the new Technikote Jet White Special coated screen will, according to the manufacturer, stay white longer, give better clarity and color rendition, and clean with greater ease.

This special coating uniformly scatters light, regardless of angle of incidence, and provides an easily cleaned surface with substantially less gloss than conventional flat finishes.

The Jet White Screen may be cleaned of most dirt and scuff marks, said Technikote, with no increase in gloss. Grease, wax and similar stains can be removed with a naptha dampened cloth, while less stubborn marks clean easily with soap and water. Additional information on request.

Berlo Contracts Two

MIAMI, FLA.—The new Varsity, Tallahassee, Fla., a shopping center theatre owned by H. B. Meiselman Theatres with headquarters in Charlotte, North Carolina, awarded The Berlo Division of ABC Consolidated Corporation, a five year concessions contract arranged by P. K. Moser, vice-president. James Harnage will be the supervisor in charge of the location for Berlo.

Also contracting with Berlo was the new Merritt Theatre, Merritt Island, Fla. Moser announced that his organization would handle all concessions in the new theatre under a three year contract.

The motion picture house is owned by Merritt Theatres, Inc. Supervisor of concessions for Berlo is Earl Haney.

Nat'l. Rej. Ups Sackett

ST. LOUIS, MO.—H. F. (Hugh) Sackett, formerly chief applications engineer, has been named director of marketing for National Rejectors, Inc., it was announced here by Eric L. Sokol, NRI executive vice-president.

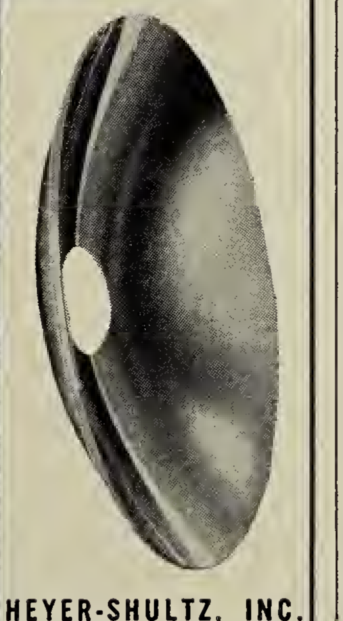
Sackett will be in charge of all sales and marketing activities. He succeeds David A. Elliott, who has resigned.

Unbreakable
METAL REFLECTORS

- MAXIMUM SCREEN ILLUMINATION
- GUARANTEED 5 YEARS
- NON-PITTING
- NON-TARNISHING

A Precision made Product.

Write for literature or see your Theatre Supply Dealer.



HEYER-SHULTZ, INC.
Cedar Grove • New Jersey

SMPTE 1965 Awards Announced

NEW YORK—Dr. Henry N. Kozanowski, manager, Television Advanced Development, Broadcast & Communications Division, Radio Corporation of America, has been named recipient of the 1965 Herbert T. Kalmus Gold Medal Award of the Society of Motion Picture and Television Engineers, SMPTE President Ethan M. Stifle announced.

The medal will be presented to Dr. Kozanowski during ceremonies to be held in conjunction with the Society's 98th semiannual technical conference, Oct. 31-Nov. 5, 1965 at the Queen Elizabeth Hotel, Montreal.

This award was established in 1955 in honor of the developer of the Technicolor process and recognizes outstanding achievement in color motion-pictures for theatre or television use. Chairman of the Award Committee is Mr. Saul Jeffee, President of Movielab, Incorporated, New York City.

Dr. Deane Rowland White, Associate Director of Research Division of Photo Products Department, E. I. du Pont de Nemours & Company, Inc., was awarded the 1965 Progress Medal Award of the SMPTE.

The Progress Medal is the premier award of the Society and is given to the individual recognized by the Society for his outstanding technical contributions to the progress of engineering phases of the motion picture and television industries.

Formal presentation of the Progress Medal will also be made in Montreal.

Alfred Christian Schroeder, member of the Technical Staff, RCA Laboratories, Princeton, New Jersey, will receive the David Sarnoff Gold Medal Award of the Society for 1965.

The award, in recognition of meritorious achievement in television engineering is being conferred upon Schroeder for his many contributions to the fundamental concepts and decisions which have gone into the development and refinement of color picture tubes and of the NTSC color systems.

John I. Crabtree has been awarded Honorary Membership in the Society in recognition of his many years and his manifold contributions to both the expansion of photographic science and to the growth of the Society, of which he has been a member since 1922. He was a Life Fellow of this Society prior to his elevation to Honorary Member, and was Assistant Superintendent of Research, Eastman Kodak Company, at the time of his retirement in 1957.

Otto H. Schade, Sr., Electron Tube Division, Radio Corporation of America, has been named as the 1965 recipient of the Society's Journal Award. The Journal Award Certificate is presented annually to the author of the most outstanding paper originally published in the Journal of the SMPT during the preceding calendar year.

New Fellows Named

Eighteen members of the Society were elevated to the grade of Fellows of the Society in recognition of their outstanding contributions to the industry and to the Society. Past SMPTE President, Reid H. Ray, is Chairman of the Fellow Award Committee.

The new Fellows of SMPTE are: Samuel E. Brown of Academy of Motion Picture Arts and Sciences, Hollywood; Gordon J. Craig of Kodak Limited, London; Kenneth B. Curtis of Calvin Productions, Inc., Kansas City, Mo.; Dr. Richard J. Goldberg, formerly of Technicolor Corp.; Jack P. Hall of General Film Laboratories, Hollywood; Allen F. Hilliard of George W. Colburn Laboratory, Inc., Chicago; Harold W. Kinzle of Wilding, Inc., Chicago; Allan M. Koerner of Eastman Kodak Co., Rochester; John J. Kowalak of Movielab, Inc., N. Y.; Robert G. Neuhauser of RCA, Lancaster, Pa.; Raymond W. Payne of National Film Board of Canada, Pointe Claire; John A. Pistor of Eastman Kodak Co., Rochester; Reginald S. Rekert of National Film Board of Canada, Montreal; Robert D. Shoberg of Red Lake Laboratories, Sunnyvale, Calif.; Samuel R. Todd, Consulting Electrical Engineer, Chicago; Gordon H. Tubbs of Eastman Kodak, Rochester; Alfred R. Ulmer of RCA Service Company, Redstone Arsenal, Ala.; and Otto Wittel of Eastman Kodak, Rochester.

17
improvements*
ago this drive-in heater
out-performed
all others...

You'll find the performance difference even greater now.

GOLDEN HOT-SHOT
The Proven Drive-In Heater

*Total improvements in motor, switch, heating element, fan assembly and cage since 1963.

Sold Internationally Thru Theatre Supply Dealers
EPRAD®
incorporated
1214 Cherry Street • Toledo, Ohio 43608

"PINK PHINKS"

(*Continued from Page* PE-13)

quality DePatie-Freleng was trying to create. The result was that the entire animated sequence was scrapped. The studio ended up using the original rough graphics: they put colored swatches under their Deluxe Camera and faded them in and out of focus. The film used was Eastman 35mm, Type 5251. The end result was that this comparatively "crude" approach picked up the color and excitement that the completely animated sequence had missed. This is a small point, but it shows how important the ability to shift from one technique to another can be in creating the final, effective, finished product.

Frequently, the flexible approach shows up by pooling a number of different techniques in one package. The short "Pink Panther" title is an excellent case-in-point. "Panther" used a variety of optical effects, some of which simply could not have been produced a few years ago. For example, people who have seen "Panther" will remember the original title dissolve through the pink diamond and into the Panther himself. This is called an A to B dissolve and it is made possible by the increased quality of the color film which enables the laboratory to use original negatives, rather than having to first create a "dupe" negative to work with.

DePatie-Freleng studio artist paints animation art for new cartoon shorts on individual cels.

Increased film quality also enhanced the end title of the film, which was a superimposure of the Panther against a live background. It was made with an optical duplicating process that utilized a new interpositive.

Dave DePatie credits Blake Edwards for being the motivating factor behind the Pink Panther. "It was Blake who suggested that we do an animated cartoon in the first place," he says. "He has a tremendous "feel" for sight gags anyway. If he were an artist, he would be one of the top cartoonists in the country. It was his idea to create the Pink Panther character who would run all the way through the main title credits."

With the assignment in hand, studio artists sketched out about a hundred and fifty panthers of various sizes, shapes and pedigrees.

"We spread the whole bunch on the floor for Blake to look over," says DePatie. "Blake took one glance and said 'that one' fingering the sudden hero of Hollywood's newest success story."

Producer Edwards then supplied a single typed sheet of screen credits and DePatie-Freleng artists went to work, creating story boards using cartoon gags for each individual title. When Edwards approved the story boards, the artists created the individual cels and backgrounds and the whole package was photographed with the studios Deluxe camera, frame by frame, using Eastman 35mm, Type 5251, color film. The rest is history.

Fritz Freleng (R), a successful animator for 40 years—has won four academy awards, been nominated for 11 others.

Meanwhile, DePatie-Freleng is also creating another line of cartoons for theatrical release. They have signed a three year—13 shorts per year—contract to produce cartoons for Warner Bros. featuring the audience tested repretoire company of Bugs Bunny, Sylvester and the rest. This, together with their "Pink Panther" series, and their titling commitments, will go a long way towards keeping the entertaining DePatie-Freleng product as an audience builder on a more or less constant basis.

Over 100,000 Golden Hot-Shot Heaters have been installed by drive-in theatres.

Shouldn't you put your money on a winner too?

GOLDEN HOT-SHOT
The Proven Drive-In Heater

Sold Internationally Thru Theatre Supply Dealers®
EPRAD
incorporated
1214 Cherry Street • Toledo, Ohio 43608

WANT FURTHER INFORMATION ON

PRODUCTS

ADVERTISED IN THIS ISSUE

Please Check:

- ☐ **AMERICAN SEATING CO.,** "Bodiform" and "Stellar" Theatre Chairs
- ☐ **ASHCRAFT MFG. CO., INC., C. S.,** Super Core-Lite 35/70 Projection Lamps
- ☐ **BALLANTYNE INSTRUMENTS AND ELECTRONICS, INC.** Theatre Planning; Theatre Precision Equipment
- ☐ **CARBONS, INC.,** Lorraine Arc Carbons
- ☐ **COCA-COLA CO., THE,** Coca-Cola
- ☐ **DR. PEPPER CO.,** Dr. Pepper
- ☐ **EASTMAN KODAK CO.,** Eastman Films
- ☐ **EPRAD, INC.,** Golden Hot Shot Drive-In Heaters
- ☐ **GENERAL REGISTER CO., DIV. UNIVERSAL CONTROLS, INC.,** Automaticket Control Systems
- ☐ **HEYER-SHULTZ, INC.,** Unbreakable Metal Reflectors
- ☐ **MASSEY SEATING CO.,** Theatre Seat Rehabilitation
- ☐ **NATIONAL THEATRE SUPPLY CO.,** Theatre Equipment and Supplies, American Seating Chairs
- ☐ **NORTH AMERICAN PHILIPS CO., INC.,** Norelco 70/35mm Projectors
- ☐ **STRONG ELECTRIC CORP., THE,** "Futura" Arc Lamps, "Tufcold" Dichroic Reflectors
- ☐ **UNION CARBIDE CARBON PRODUCTS DIV.,** "National" Arc Carbons
- ☐ **XETRON DIV., CARBONS, INC.,** Xetron Lamp houses, Power Supplies

LIST ITEMS ____________________

____

____

ISSUE OF SEPTEMBER 15, 1965

NAME ....

THEATRE ....

ADDRESS ....

CITY, STATE ....

MOTION PICTURE EXHIBITOR
317 N. Broad St., Philadelphia, Pa. 19107.

SERVISECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date, from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.

MOTION PICTURE
EXHIBITOR
SHOWMEN'S TRADE REVIEW

SEPTEMBER 15, 1965 SECTION TWO
VOL. 74 NO. 7

FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy
CAR—Cartoon
COMP—Compilation
D—Drama
DOC—Documentary
MD—Melodrama
MU—Musical
W—Western
NOV—Novelty
TRAV—Travelogue

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinerama
CS—CinemaScope
DC—Deluxe Color
DS—Dyaliscope
EC—Eastman Color
MC—MetroColor
PC—Pathe Color
PV—Panavision
RE—Reissue
TC—Technicolor
TE—Technirama
TS—Techniscope
VV—VistaVision
C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and data of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

ALLIED ARTISTS DISTRIBUTED DURING THE PAST 12 MONTHS

6414 BLOOD ON THE ARROW—W-91m.—(DC)—Dale Robertson, Martha Hyer, Wendell Corey—5237 (12-16-64)—Old Fashioned fast moving western

FOOL KILLER, THE—D-98.—Anthony Perkins, Edward Albert, Salome Jens — 5277 (4-28-65) — Off-beat drama can use special attention—Landau

6510 GUNMEN OF THE RIO GRANDE—W—86m.—(WS;C)—Guy Madison, Madeline Lebeau—5321 (9-1-65)—Okay western made in Spain

6501 MARA OF THE WILDERNESS—D-90m.—(C)—Adam West, Linda Saunders—5293 (6-23-65)—Outdoor adventure is okay family program entry

6410 MASTER SPY—D-71m.—Stephen Murray, June Thorburn5209 (9-2-64)—Fair programmer—English-made

6407 NAKED KISS, THE—D-92m.—Constance Towers, Anthony Eisley—5227 (11-4-64)—Fair Adult Programmer

6543 PAWNBROKER, THE—D-114m.—Rod Steiger, Geraldine Fitzgerald—5273 (4-14-65)—Shatteringly powerful drama heightened by superb acting—Landau

6405 SECRET DOOR, THE—MD-72m.—Robert Hutton, Sandra Dorne—5209 (9-2-64)—Spy yarn for program—English-made

6509 TICKLE ME—MU-90m.—(PV; DC)—Elvis Presley, Jocelyn Lane—5293 (6-23-65)—Loads of songs and gals brighten Presley starrer

6542 UMBRELLAS OF CHERBOURG, THE—NOV.—90m.—(C)—Catherine Deneuvre—5243 (12-30-64)—Unusual treatment for ordinary love story—French-made; English titles—Landau

6506 YOUNG DILLINGER—MD-102m.—Nick Adams, Mary Ann Mobley—5277 (4-28-65)—Typical crime does not pay meller

COMING

ANKLES AWAY—Kenneth Moore
BIKINI PARADISE—(EC)—Janette Scott, Keiron Moore
BLOOD AND BLACK LACE—(TC)—Cameron Mitchell
CITY OF FEAR—Terry Moore
COUNTRY MUSIC CARAVAN—(EC;MTP70)—Ernest Tubbs
CURSE OF THE VOODOO—
ESCAPE BY NIGHT—Terence Longdon, Jennifer Jayne—English
FRANKENSTEIN MEETS THE SPACE MONSTERS—
FINGER ON THE TRIGGER—Rory Calhoun
GENTLE RAIN, THE—(C)—Christopher George
HOT SPY, COLD CORPSE—Kerwin Mathews
HUMAN DUPLICATORS—George Nader
LIFE IN DANGER, A—Derrin Nesbitt, Julie Hopkins
MAGIC WEAVER, THE—(C)—Fairy Tale
MUTINY IN OUTER SPACE—William Leslie
OPERATION C.I.A.—Burt Reynolds
OSS 117—Irina Demich, Nadia Sanders
PIE IN THE SKY—Lee Grant, Richard Bray
RACING FEVER—(C)—Joe Morrison, Barbara Bigert
TAFFY AND THE JUNGLE HUNTER—(TC)—Jacques Bergerac, Manuel Padula
TENNESSEE JAMBOREE—(EC)—Jim Reeves, Ernest Tubbs

AMERICAN INTERNATIONAL DISTRIBUTED DURING THE PAST 12 MONTHS

6417 ATRAGON—MD-88m.—(Colorscope)—Japanese cast—5245 (1-20-65)—Good action import for program—Japanese-made

6503 BEACH BLANKET BINGO—CMU-98m.—(P.V.;PC))—Frankie Avalon, Annette Funicello, Deborah Walley—5285 (5-26-65)—Teeners will enjoy latest beach bash

6410 CONQUERED CITY—M-91m.—David Niven, Bem Gazzara, Lea Massari—5257 (3-3-65)—Wartime meller has names to help—Filmed abroad

A13 DIARY OF A BACHELOR—NOV-88m.—William Traylor, Dagne Crane—5217 (10-7-64)—Fair sexploitation entry

412 GODZILLA VS THE THING—FAN-90m.—(Colorscope; PC)—Japanese cast—5213 (9-23-64)—Japanese fairy tale of monsters aimed at juveniles—Japanese-made; dubbed in English

6506 GO GO MANIA—MU-70m.—(TS;TC)—The Beatles, The Animals, Hermans Hermits—5285 (5-26-65)—Musical strictly for teens—English made

6509 HOW TO STUFF A WILD BIKINI—CC-93m.—(PV; PC)—Annette Funicello, Dwayne Hickman, Brian Donlevy—5301 (7-21-65)—Another wild entry for younger set

403 LAST MAN ON EARTH, THE—MD-86m.—Vincent Price—5241 (12-30-64)—Fascinating horror entry—Italian-made

6501 LOST WORLD OF SINBAD, THE—MD-90m.—(C; Wide Screen)—Toshiro Mifune—5261 (3-17-65)—Fair import has potential—Japanese-made; dubbed in English

6411 OPERATION SNAFU—C-93m.—Alfred Lynch, Sean Connery, Ann Beach—5257 (3-3-65)—Cute British service comedy—English-made

416 PAJAMA PARTY—CMU—83m.—(PV; PC)—Tommy Kirk, Annette Funicello, Elsa Lanchester—5229 (11-18-64)—Good for teens and family crowd

6510 SERGEANT DEADHEAD—CMU—90m.—(PV; PC)—Frankie Avalon, Deborah Walley, Fred Clark—5309 (8-18-65)—Cute teen comedy has angles to help

6508 SKI PARTY—MUC-90m.—(PV; PC)—Frankie Avalon, Deborah Walley, Dwayne Hickman—5293 (6-23-65)—Another gem for teen-agers

6505 SWINGERS' PARADISE—C-83m.—(C)—Cliff Richard, Susan Hampshire—5305 (8-4-65)—Fair comedy for program—English-made

6416 TABOOS OF THE WORLD—DOC. 97m.—(C)—Narration by by Vincent Price—5273 (4-14-65)—Outstanding, at times shocking, novelty

407 TIME TRAVELERS, THE—SFD-82m.—(C)—Preston Foster, Merry Anders—5225 (11-4-64)—Good science fiction entry

6419 TOMB OF LIGEIA—MD-81m.—(PC; PV)—Vincent Price Elizabeth Shepherd—5253 (2-17-65)—Good horror entry—English-made

404 UNEARTHLY STRANGER—MD-68m.—John Neville—5241 (12-30-64)—Original sci-fi entry is well done—English-made

408 VOYAGE TO THE END OF THE UNIVERSE—D-81m.—Dennis Stephans—5213 (9-23-64)—Science fiction programmer

6504 WAR-GODS OF THE DEEP—MD-85m.—(Colorscope)—Vincent Price, Tab Hunter, Susan Hart—5293 (6-23-65)—Good programmer

. . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

A

Across The River		Misc.
Adventures Of Scaramouche	A2	Emb
• Alfie		Par.
• After The Fox		UA
• Apache Uprising		Par.
Agent 8¾	A3	Cont.
• Agony And The Ecstasy, The	A2	Fox
• Alphabet Murders, The		MGM
• Alvarez Kelly		Col.
Americanization of Emily, The	B	MGM
Amorous Adventure Of Moll Flanders	B	Par.
• And Now Miguel		U
And So To Bed		For.
Andy	A3	U
• Ankles Away		AA
Apache Gold	A1	Col.

PLEASE NOTE . . .

This SERVISECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF

Apache Rifles	A1	Fox
Ape Woman, The	A3	Emb.
• Arabesque		U
Arizona Raiders, The	A2	Col.
• Around the World Under the Sea		MGM
Art of Love	A2	U
Atragon	A1	A-I
Awful Dr. Orlof, The		For.

B

Baby, The Rain Must Fall	A2	Col.
Back Door To Hell	A2	Fox
Bambole	C	For.
Banana Peel	A3	For.
• Bang! You're Dead		AI
• Battle of the Bulge		WB
Battle of Illa Florita, The	A3	WB
Bay Of Angels	A3	For.
• Beach Ball		Par.
Beach Blanket Bingo	A2	AI
Bebo's Girl	A3	Cont.
• Bedford Incident, The		Col.
Before the Revolution		For.
• Big Hand for the Little Lady, A		WB
• Bikini Paradise		AA
Billie		UA
• Billy The Kid Vs Dracula		EMB
Black Spurs	A2	Par.
Black Torment, The		For.
• Blindfold		U
• Blood And Black Lace	B	AA
Blood On The Arrow	A2	AA
• Blue Max, The		Fox
• Boeing—Boeing		Par.
• Born Free		Col.
Bounty Killer, The		EMB
Boy Ten Feet Tall, A	A1	Par.
Brain, The		For.
Brainstorm	A3	WB
Breakfast at Tiffany's-Re		Par.
• Brigand of Kandahar, The		Col.
• Buddha	A3	Misc.
• Bullwhip Griffin		BV
• Bunny Lake Is Missing		Col.
Bus Riley's Back In Town	A3	U
Bus, The		Misc.

C

• Cabriola		Col.
Caddy, The-Re	A1	Par.
Carry On Spying		For.
Casablan		For.
Casanova '70		Emb.
Castle Of Blood		Misc.
• Cast A Giant Shadow		UA
• Centurions, The		Col.
Cat Ballou	A2	Col.
• Chase, The		Col.
Cheyenne Autumn	A1	WB
• Chinese Adventures In China		UA
• Cincinnati Kid, The	B	MGM
Circle of Love	C	Cont.
• City In The Sea		AI
• City Of Fear		AA
Clarence The Cross-Eyed Lion	A1	MGM
Cleopatra	B	Fox
Code 7, Victim 5	A3	Col.
Collector, The	A4	Col.
• Congo Vivo		Col.
• Convict Stage	A2	Fox
Conquered City	A1	A-I
Contempt	C	Emb.
Cool World, The	A4	Misc.
• Country Music Caravan		AA
Crack In The World	A2	Par.
• Crack Of The Whip		WB
Crazy Paradise		For.
Curse Of The Fly, The	A2	Fox
Curse of the Mummy's Tomb, The	A2	Col.
Curse of The Stone Hand		Misc.
• Curse of the Voodoo		AA

D

Dark Intruder	A2	U
Darling	A4	Emb.
• Daydreamer, The		Emb.
Dear Bridge	A1	Fox
Dear Heart	A3	WB
Devils of Darkness	B	Fox
Diary Of A Bachelor	B	AI
Diary of a Chambermaid, The	B	For.
Die, Die, My Darling	A3	Col.
• Die, Monster, Die		A-I
Dingaka	A3	Emb.
Disorderly Orderly, The	A1	Par.
• Do Not Disturb		Fox
• Dr. Goldfoot And The Bikini Machine		AIP
Dr. Terror's House Of Horrors	A2	Par.
• Doctor Zhivago		MGM
• Don't Worry, We'll Think Of A Title		UA

E

Earth Dies Screaming, The	A1	Fox
East Of Sudan	A1	Col.
Eleanor Roosevelt Story, The		Misc.
• El Greco		Fox
Emil And The Detectives	A1	BV
• Epitaph For A Spy		AI
• Escape By Night	A2	AA
Eva	B	For.
Eye Of The Needle, The		For.

F

Face of the Screaming Werewolf		Misc.
Fail Safe	A2	Col.

6502 WAR OF THE ZOMBIES, THE—MD-85m.—(C; S)—John Drew Barrymore, Susi Andersen—5281 (5-12-65)—Another Italian spectacle for the program—Italian-made; dubbed in English

TO BE REVIEWED

BANG! YOU'RE DEAD—Brett Halsey, Pier Angeli, Dana Andrews
DIE, MONSTER, DIE—(C;S)—Boris Karloff
DR. GOLDFOOT AND THE BIKINI MACHINE—(PV; C)—Vincent Price, Frankie Avalon
EPITAPH FOR A SPY—Dana Andrews, Pier Angeli
FRANKENSTEIN MEETS THE GIANT DEVIL FISH—Nick Adams
NAVAJO RUN—Johnny Seven, Virginia Vincent
PLANET OF THE VAMPIRES, THE—(TC); S)—Barry Sullivan, Susan Hart
UNDER AGE—Anne MacAdams, Roland Royter

BUENA VISTA

DISTRIBUTED DURING THE PAST 12 MONTHS

160 EMIL AND THE DETECTIVES—C-99m.—(TC)—Walter Slezak, Bryan Russell—5221 (10-21-64)—Engaging Disney comedy for family and young viewers in particular—Filmed in Germany
157 MARY POPPINS—MUC-140m.—(TC)—Julie Andrews, Dick Van Dyke—5209 (9-2-64)—Colorful, pleasant entertainment from Disney
MONKEY'S UNCLE, THE—C-87m.—(TC)—Tommy Kirk, Annette, Leon Ames—5305 (8-4-65)—Fair Disney family-type comedy
158 SO DEAR TO MY HEART—CD-82m.—(TC)—Burl Ives, Luana Patton, Bobby Driscoll—5217 (10-7-64)—Reissue has world of selling opportunities—Reissue
TATTOOED POLICE HORSE, THE—D-48m.—(TC)—Sandy Sanders, Shirley Skiles—5225 (11-4-64)—Interesting featurette
THOSE CALLOWAYS—D—131m.—(TC)—Brian Keith, Vera Miles, Brandon de Wilde—5229 (11-18-64)—Interesting outdoor drama could use a bit of editing

TO BE REVIEWED

BULLWHIP GRIFFIN—(TC)—Suzanne Pleshette, Karl Malden, Roddy McDowall
FOLLOW ME, BOYS—(TC)—Fred MacMurray, Vera Miles, Charlie Ruggles
JUNGLE BOOK, THE—(TC)—Cartoon Feature
LT. ROBIN CRUSOE, U.S.N.—(TC)—Dick Van Dyke, Nancy Kwan
THAT DARN CAT—(TC)—Hayley Mills, Dean Jones
UGLY DACHSHUND, THE—(TC)—Dean Jones, Suzanne Pleshette

COLUMBIA

DISTRIBUTED DURING THE PAST 12 MONTHS

APACHE GOLD—W—91m.—(CS; EC)—Lex Barker, Marie Versini—5321 (9-1-65)—Okay lower half western—Filmed abroad; dubbed into English
ARIZONA RAIDERS—W-88m.—(TC; TS)—Audie Murphy, Gloria Talbott—5305 (8-4-65)—Good western entry with color added
65015 BABY, THE RAIN MUST FALL—D-100m.—Lee Remick, Steve McQueen—5245 (1-20-65)—Good drama suffers from some slow spots
65026 CAT BALLOU—CW-96m.—(C)—Jane Fonda, Lee Marvin, Michael Callan—5281 (5-12-65)—Off-beat western is cute and comic
65011 CODE 7, VICTIM 5—MD—88m.—(TS; TC)—Lex Barker, Ann Smyrner—5229 (11-18-64)—Good program entry—Filmed in South Africa
COLLECTOR, THE—D-119m.—(C)—Terence Stamp, Samantha Eggar—5285 (5-26-65)—Intriguing, off-beat drama
65009 CURSE OF THE MUMMY'S TOMB, THE—MD-81m.—(TS; TC)—Terence Morgan—5249 (2-3-65)—Exploitable horror entry—English-made
65020 DIE, DIE, MY DARLING—MD-97m.—(EC)—Tallulah Bankhead, Stefanie Powers, Maurice Kaufman—5273 (4-14-65)—Good suspense shocker for horror fans—English-made
65013 EAST OF SUNDAN—MD-84m.—(TS; TC)—Anthony Quale, Sylvia Syns—5253 (2-17-65)—Well made escape yarn has Kipling flavor—English-made
65005 FAIL SAFE—D-111m.—Henry Fonda, Don O'Herlihy—5213 (9-23-64)—Shattering topical drama deserves widest audience
65008 FINEST HOURS, THE—DOC.-114m.—(C)—Narrated by Orson Welles—5217 (10-7-64)—Highly interesting documentary on Sir Winston Churchill ranks with best—English-made
65012 FIRST MEN IN THE MOON—MD-103m.—(PV; Lunacolor)—Edward Judd, Lionel Jeffries, Martha Hyer—5221 (10-21-64)—Good science fiction entry—Filmed in England
66002 GENGHIS KHAN—MD-124m.—(PV; TC) Omar Sharif, Stephen Boyd, James Mason, Francoise Dorleac—5277 (4-28-65)—Impressive adventure entry—Filmed abroad
65010 GORGON, THE—MD-83m.—(EC)—Peter Cushing, Christopher Lee—5249 (2-3-65)—Okay horror entry—English-made
HARVEY MIDDLEMAN, FIREMAN—C-75m.—(C)—Gene Troobnick, Hermione Gingold—5301 (7-21-65)—Simple, amusing offering has satiric bite
714 LAWRENCE OF ARABIA—D-222m.—(PV; TC)—Peter O'Toole, Alec Guinness, Anthony Quinn—5005 (12-19-62)—Top ranking adventure epic is loaded with potential
65006 LILITH—D-114m.—Warren Beatty, Jean Seberg, Peter Fonda, Kim Hunter—5213 (9-23-64)—Sensuous, brooding drama of mental turmoil
66001 LORD JIM—D-154m.—(Super Panavision 70; (TC)—Peter O'Toole, James Mason, Curt Jurgens, Daliah Lavi—5257 (3-3-65)—Conrad novel makes for fascinating adventure—Filmed abroad
65017 LOVE HAS MANY FACES—D-105m.—(EC)—Lana Turner, Cliff Robertson, Hugh O'Brian—5253 (2-17-65)—Highly lavish tale for the ladies
65018 MAJOR DUNDEE—MD-124m.—(PV; EC)—Charlton Heston, Richard Harris, Senta Berger—5261 (3-17-65)—Entertaining, action-packed chase film
65016 OUTLAWS IS COMING, THE—C-89m.—Three Stooges, Nancy Kovack—5245 (1-20-65)—Okey entry for kiddie and family trade
THESE ARE THE DAMNED—D-77m.—(Hammerscope)—Macdonald Carey, Shirley Anne Field, Viveca Lindfors—5301 (7-21-65)—Adequate supporting fare—English-made
66004 SHIP OF FOOLS—D—150m.—Vivien Leigh, Simone Signoret, Jose Ferrer—5281 (5-12-65)—A shipload of strangers on a voyage provides interesting film fare .
65021 SYNANON—D-107m.—Edmond O'Brien, Chuck Connors, Stella Stevens, Alex Cord—5282 (5-12-65)—Gripping, well-made drama on effort to aid drug addicts
TREASURE OF SILVER LAKE—W—82m.—(CS; EC)—Lex Barker, Karin Dor—5321 (9-1-65)—Fair western—Filmed abroad
65014 WORLD WITHOUT SUN—DOC-93m.—(C)—Produced by Jacques-Yves Cousteau—5241 (12-30-64)—Fairly interesting under-sea documentary

COMING

ALVAREZ KELLY—(PV; C)—William Holden, Richard Widmark, Janice Rule
BUNNY LAKE IS MISSING—(PV)—Laurence Olivier Carol Linley—English-made
BEDFORD INCIDENT, THE—Richard Widmark, Sidney Poitier, James MacArthur
BORN FREE—(PV; C)—Bill Travers, Virginia McKenna
BRIGAND OF KANDAHAR, THE—(C)—Ronald Lewis, Yvonne Romain, Oliver Reed
CABRIOLA—(C)—Marisol, Angel Peralta—Spanish-made
CENTURIONS, THE—(PV; C)—Anthony Quinn, Claudia Cardinale
CHASE, THE—(PV; C)—Marlon Brando, Jane Fonda
CONGO VIVO—Jean Sebastian, Bachir Toure
FOG—(EC)—John Neville, Donald Houston—English-made
FRONTIER HELLCAT—(CS; C)—Elke Sommer, Stewart Granger
GREAT SIOUX MASSACRE, THE—Joseph Cotten
HEROES OF TELEMARK—(PV; C)—Kirk Douglas, Richard Harris
KING RAT—George Segal, Tom Courtenay, James Fox
LAST OF THE RENEGADES—(CSiC)—Lex Barker
LIFE AT THE TOP—Laurence Harvey, Jean Simmons—English-made
LITTLE PRINCE AND THE EIGHT-HEADED DRAGON, THE—(S; C)—Japanese-Made Feature Cartoon
LITTLE ONES, THE—Dudley Foster, Derek Francis—English-Made
MAGIC WORLD OF TOPO GIGIO, THE—(C)—The Italian Mouse
MICKEY ONE—Warren Beatty, Hurd Hatfield, Alexandria Stewart
MOTHER SUPERIOR—(C)—Rosalind Russell, Hayley Mills, Binnie Barnes
NIGHT OF THE TIGER, THE—(C)—Chuck Connors
PLAYBOY—(C)—Tony Curtis
PLAY IT COOLER—Anthony Newly, Anne Aubrey
SENILITA—Anthony Franciosa, Claudia Cardinale
SILENCERS, THE—(PV; C)—Dean Martin, Stella Stevens
WATCH IT, SAILOR—Dennis Price Marjorie Rhodes
WINTER A-GO-GO—James Stacy, Jill Donohue
YOU MUST BE JOKING—Michael Callan, Terry-Thomas-English-made

CONTINENTAL (WALTER READE-STERLING, INC.)

AGENT 8¾—C-98m.—(C)—Dirk Bogarde, Sylva Koscina—5301 (7-21-65)—Amusing espionage entry—English-made
BEBO'S GIRL—D-94m.—Claudia Cardinale, George Chakiris—5237 (12-16-64)—Fair import—Italian-made; English titles
CIRCLE OF LOVE—D-105m.—(EC)—Jane Fonda, Maurice Ronet, Catherine Spaak—5269 (3-31-65)—Affairs of the bedroom best suited for adult art and exploitation spots—Filmed abroad; dubbed in English
LOVE GODDESSES, THE—COMP.-82m.—Stars of yesteryear—5258 (3-3-65)—Exploitable, moderately successful compilation of film clips
LUCK OF GINGER COFFEY, THE—D-100m.—Robert Shaw, Mary Ure—5217 (10-7-64)—Good entry for art and specialty spots—Filmed in Canada

MEDITERRANEAN HOLIDAY—TRAV-128m.—(CS; TC)—Narration by Burl Ives—5221 (10-21-64)—Excellent travelogue
RATTLE OF A SIMPLE MAN—CD-96m.—Harry H. Corbett, Diane Cilento—5237 (12-16-64)—Good entry for adult art house audiences—English-made
SLAVE TRADE IN THE WORLD TODAY—DOC.-86m.—(EC)—Produced by Meleno Malenotti—5233 (12-3-64)—Interesting documentary—Filmed abroad

COMING

OMICRON—Renato Salvatori
TIME OF INDIFFERENCE—Claudia Cardinale, Shelley Winters, Rod Steiger
WORLD'S GREATEST SWINDLES—International Cast

EMBASSY

ADVENTURES OF SCARAMOUCHE, THE—MD-98m.—(C)—Gerard Barray, Gianna Maria Canale—5233 (12-3-64)—Okay swashbuckler for the program—French-Italian made; dubbed in English
APE WOMAN, THE—CD-97m.—Ugo Tognazzi, Annie Girardot—5210 (9-2-64)—Okay art house fare—Italian-made; English titles
BOUNTY KILLER, THE—W-92m.—(TC; Techniscope)—Dan Duryea, Rod Cameron, Audrey Dalton—5294 (6-23-65)—Okay western program
CASANOVA '70—C-113m.—(C)—Marcello Mastroianni, Virna Lisi—5305 (8-4-65)—Fun and romance Italian style Italian-made; English titles.
CONTEMPT—D-99m.—(C-FS)—Brigitte Bardot, Jack Palance, Michel Piccoli—5218 (10-7-64)—Uneven effort has highbrow appeal. Bardot name—French-made
DARLING—D—122m.—Laurence Harvey, Dirk Bogarde, Julie Christie—5309 (8-18-65)—Intriguing entry for adults—English-made
DINGAKA—MD-98m.—(C)—Stanley Baker, Juliet Prowse—5285 (5-26-65)—Off beat tale of African native's search for vengeance is okay programmer—Filmed abroad
FASCIST, THE—CD-102m.—Ugo Tognazzi, Georges Wilson—5297 (7-7-65)—Amusing tale of ironies of war—Italian-made; English titles
IL SUCCESSO—D-103m.—Vittorio Gassman, Anouk Aimee—5286 (5-26-65)—Interesting import—Italian-made; English titles
KIMBERLEY JIM—D-82m.—(WS; C)—Jim Reeves, Madeleine Usher—5278 (4-28-65)—Pleasant programmer—Filmed abroad
LET'S TALK ABOUT WOMEN—CD-109m.—Vittorio Gassman—5218 (10-7-64)—Title reveals all and men should like what they see—Italian-made; English titles
MARRIAGE ITALIAN STYLE—D-102m.—(EC)—Sophia Loren, Marcello Mastroianni—5241 (12-30-64)—Interesting import with potent names—Italian-made; English titles
ONLY ONE NEW YORK—DOC.-75m.—Narrated by Norman Rose—5218 (10-7-64)—Absorbing, well-made documentary
PASSIONATE THIEF, THE—C-100m.—Anna Magnani, Ben Gazzara, Toto—5210 (9-2-64)—Offbeat comic import is fun for art spots—Italian-made; dubbed in English
REQUIEM FOR A GUNFIGHTER—W-91m.—(TS; TC)—Rod Cameron, Stephen McNally—5297 (7-7-65)—Fair western
SANTA CLAUS CONQUERS THE MARTIANS—FAN—80m.—(EC)—Leonard Hicks, John Call—5230 (11-18-64)—Cute seasonal entry for the kiddies
SEASIDE SWINGERS—CMU-94m.—(CS; TC)—John Leyton, Mike Sarne, Freddie and the Dreamers—5289 (6-9-65)—Amusing programmer aimed at teens—English-made
SECRET OF MAGIC ISLAND, THE—NOV-63m.—(EC)—Narration by Philip Tonken—5278 (4-28-65)—Cute bit of fluff strictly for kiddies—French-made
THREE PENNY OPERA—MU-83m.—(EC)—Curt Jurgens, Hildegarde Neff, Sammy Davis Jr.—5237 (12-16-64)—Mediocre film of famous stage offering—German-made; dubbed in English

COMING

BILLY THE KID VS DRACULA—(C)—John Carradine, Chuck Courtney
DAYDREAMER, THE—(Live Action and Animagic)—Jack Gilford
GITI—(WS; TC)—Jack Chaplain, Heather North
ITALIANO BRAVA GENTE—Arthur Kennedy, Peter Falk
LITTLE NUNS, THE—Catherine Spaak—Italian-made
PARANOIA—Marcello Mastroianni, Catherine Speak
TENTH VICTIM, THE—Marcello Mastroianni, Ursula Andress, Elsa Martinelli
TRAMPLERS, THE—(CS; EC)—Gordon Scott, Joseph Cotten
VILLAGE OF THE GIANTS—(EC)—Tommy Kirk, Charla Doherty

MGM DISTRIBUTED DURING THE PAST 12 MONTHS

508 **AMERICANIZATION OF EMILY, THE**—CD-115m.—James Garner, Julie Andrews, Melvyn Douglas—5225 (11-4-64)—Solid entertainment for adult audiences
6519 **CLARENCE, THE CROSS-EYED LION**—C-98m.—(MC)—Marshall Thompson, Betsy Drake—5254 (2-17-65)—Whimsical farce is fine family offering
512 **GET YOURSELF A COLLEGE GIRL**—CMU-86m.—(MC)—Mary Ann Mobley, Chad Everett, Willard Waterman—5233 (12-3-64) —Watusi dance fling for teenagers
6518 **GIRL HAPPY**—CMU-96m.—(PV; MC)—Elvis Presley, Shelley Fabares—5246 (1-20-65)—Okay Presley entry
GREAT SPY MISSION, THE—See Operation Crossbow
6522 **GUNFIGHTERS OF CASA GRANDE**—W-92m.—(CS;MC)—Alex Nicol, Diana Lorys—5274 (4-14-65) Big scale western lacking in names—Filmed abroad
6521 **HERCULES, SAMSON AND ULYSSES**—MD-85m.—(EC)—Kirk Morris, Richard Lloyd—5282 (5-12-65)—Italian-made spectacle with legendary heroes—Italian-made; dubbed in English
455 **HOW THE WEST WAS WON**—D-152m.—(CN; TC)—James Stewart, Debbie Reynolds, George Peppard, others—4997 (11-21-62)—The greatest western spectacle; tops them all
6523 **HYSTERIA**—MD-86m.—Robert Webber, Lelia Goldoni—5269 (3-31-65)—Muddled meller for program—English-made
6524 **JOY IN THE MORNING**—D-103m.—(MC)—Richard Chamberlain, Yvette Mimieux—5261 (3-17-65)—Romantic drama should have strong appeal for young adults
506 **JOY HOUSE**—MD-98m.—(Franscope)—Jane Fonda, Lola Albright, Alain Delon—5225 (11-4-64)—Okay adult programmer—Made in France
LAUREL AND HARDY'S LAUGHING '20's—COMP—91m.—Laurel and Hardy—5309 (8-18-65)—Nostalgic Robert Youngson compilation of old comedies provides laughs
515 **LILI**—D-81m.—(TC)—Leslie Caron, Mel Ferrer, Jean Pierre Aumont—5226 (11-4-64)—Reissue of high rating romantic drama for class and art spots—Reissue
6501 **MGM'S BIG PARADE OF COMEDY**—COMP.—89m.—MGM starts—5210 (9-2-64)—Sell the names and nostalgia
6511 **MURDER AHOY**—CMD-93m.—Margaret Rutherford, Lionel Jeffries—5214 (9-23-64)—Agatha Christie and Margaret Rutherford 'ave a go at murder again—English-made
355 **MUTINY ON THE BOUNTY**—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Tarita—4998 (11-21-62)—High rating adventure entry
6504 **OF HUMAN BONDAGE**—D-98m.—Kim Novak, Laurence Harvey—5214 (9-23-64)—Remake of Maugham classic aided by names —Made In England
6602 **ONCE A THIEF**—MD—107m.—(PV)—Alain Delon, Ann-Margret, Van Heflin—5321 (9-1-65)—Effective tale of a loser
6529 **OPERATION CROSSBOW (THE GREAT SPY MISSION)**—D-116m.—(PV, MC)—Sophia Loren, George Peppared, Trevor Howard—5274 (4-14-65)—Well-made, exciting tale of espionage in war
6507 **OUTRAGE, THE**—97m.—(PV)—Paul Newman, Claire Bloom, Laurence Harvey—5219—(10-7-64)—Top cast adds interest to "search for truth" drama
6502 **QUO VADIS**—HISD-168m.—(TC)—Robert Taylor, Deborah Kerr—5214 (9-23-64)—Topnotch epic reissue—Filmed In Italy
6514 **QUICK BEFORE IT MELTS**—C-98m.—(PV; MC)—George Maharis, Anjanette Comer, Robert Morse—5238 (12-16-64)—Amusing comedy
6516 **ROUNDERS, THE**—C-85m.—(PV; MC)—Glenn Ford, Henry Fonda—5246 (1-20-65)—Adult western horse story
6520 **SANDOKAN THE GREAT**—MD-110m.—(TS; TC)—Steve Reeves—5274 (4-14-65)—Action packed jungle adventure—Italian-made; dubbed in English
SANDPIPER, THE—D-116m.—(PV; MC)—Elizabeth Taylor, Richard Burton—5297 (7-7-65)—Lush Taylor-Burton love story is boxoffice natural
6526 **SHE**—MD-106m.—(CS; TC)—Ursula Andress, John Richardson—5274 (4-14-65)—Large scale film version of famous novel is exploitable—English-made
6515 **SIGNPOST TO MURDER**—D-79m.—(PV)—Stuart Whitman, Joanne Woodward—5238 (12-16-64)—Bizarre whodunit for program —English-made
513 **36 HOURS**—D-115m.—(PV)—James Garner, Rod Taylor, Eva Marie Saint—5233 (12-3-64)—Interesting drama
VICE AND VIRTUE—MD—103m.—Annie Girardot, Catherine Deneuve, Robert Hossein—5262 (3-17-65)—Nazis In occupied France subject of strong Roger Vadim film—French-made; dubbed in English
YELLOW ROLLS-ROYCE, THE—122m.—(MC; PV)—Rex Harrison Shirley MacLaine, Ingrid Bergman, Omar Shariff—5246 (1-20-65) —Names should make this episodic offering a boxoffice natural—English-made
6517 **YOUNG CASSIDY**—D-110m.—(TC)—Rod Taylor, Flora Robson—5258 (3-3-65)—Fine drama for discriminating audiences—Made in England
505 **YOUNG LOVERS, THE**—D-108m.—Peter Fonda, Sharon Hugueny, Nick Adams—5222 (10-21-64)—Adult drama of college love should attract.
509 **YOUR CHEATIN' HEART**—MUd-99m.—(PV)—George Hamilton, Susan Oliver, Red Buttons—5222 (10-21-64)—Country music entry Is fair programmer
6525 **ZEBRA IN THE KITCHEN**—CD-93m.—(MC)—Jay North, Martin Milner, Joyce Meadows—5262 (3-17-65)—Okay family picture especially for kid matinees

COMING

ALPHABET MURDERS, THE—Tony Randall, Anita Ekberg—English-made
AROUND THE WORLD UNDER THE SEA—(Panavision 65, MC)—Lloyd Bridges, Brian Kelly, Shirley Eaton
CINCINNATI KID, THE—(MC)—Steve McQueen, Tuesday Weld, Ann-Margret
DOCTOR ZHIVAGO—(PV; MC)—Omar Sharif, Rita Tushingham, Tom Courtenay, Alec Guinness
GLASS BOTTOM BOAT, THE—(PV, MC)—Doris Day, Rod Taylor

Family Jewels, The	A1	Par.
● Fanny Hill		For.
● Fantastic Voyage		Fox
Fascist, The		EMB.
Fate Is The Hunter	A1	Fox
Father Goose	A1	U
Ferry Cross The Mercey	A1	UA
● Finger On The Trigger		AA
● Fine Madness, A		WB
Finest Hours, The	A1	Col.
First Men In The Moon	A1	Col.
Flesh Eaters, The		Misc.
● Flight Of The Phoenix, The		Fox
Flower Drum Song-Re	A2	U
Fluffy	A1	U
● Fog		Col.
● Follow Me, Boys		BV
Fool Killer, The	A2	AA-Landau
Fort Courageous	B	Fox
Four Days In November	A1	UA
● Frankentstein Meets The Giant Devil Fish		A-I
● Frankenstein Meets the Space Monsters		AA
● Frankie and Johnny		UA
● Frontier Hellcat		Col.

G

Genghis Khan	A3	Col.
● Gentle Rain, The		AA
Get Yourself A College Girl	B	MGM
● Ghost And Mr. Chicken, The		U
Girl Happy	B	MGM
Girl With Green Eyes	A4	For.
Girls On The Beach	B	Par.
● Giti	A1	EMB
● Glass Bottom Boat, The		MGM
Glory Guys, The	A2	UA
Go-Go Big Beat		For.
Go Go Mania	A1	A-I
Godzilla Vs The Thing	A1	AI
Goldfinger	A3	UA
Goodbye Charlie	A3	Fox
Gorgon, The	A2	Col.
Great Race, The	A1	WB
● Great Sioux Massacre, The	A2	Col.
Greatest Story Ever Told, The	A1	UA
● Group, The		UA
Great Spy Mission, The (See Operation Crossbow)		MGM
Guide, The	A3	For.
Gunfighters, At Casa Grande	A2	MGM
Gunmen Of The Rio Grande		AA
● Gunpoint		U
Guns At Batasi	A3	Fox
Guns Of August	A1	U

H

Hallelujah Trail, The	A1	UA
Hamlet	A1	WB
● Harum Scarum		MGM
Harlow	B	Misc.
Harlow	A3	Par.
Harvey Middleman, Fireman	A2	Col.
Having A Wild Weekend	A3	WB
● Hawaiian Paradise		Par.
● Hawaii		UA
Help!	A1	UA
Hercules, Samson and Ulysses	A1	MGM
Hercules vs The Giant Warriors		For.
● Heroes Of Telemark		Col.
High Infidelity	C	For.
High Wind In Jamaica, A	A2	Fox
● Hill The		MGM
Horrible Dr. Hichcock, The		For.
Horror Of It All, The	A2	Fox
● Hot Spy, Cold Corpse		AA
● Hotel Paradiso		MGM
How To Murder Your Wife	A3	UA
How To Stuff A Wild Bikini	B	A-I
How The West Was Won	A1	MGM
● Human Duplicators		AA
Hush, Hush, Sweet Charlotte	A3	Fox
Hysteria	A3	MGM

I

I Saw What You Did	A3	U
I'll Take Sweden	B	UA
Il Successo	A3	EMB
Image Of Love	C	Misc.
Imitation Of Life-Re	A3	U
● Incident At Phantom Hill, The	A1	U
In Harm's Way	B	Par.
Inheritance, The		Misc.
● Inside Daisy Clover		WB
● Italiano Brava Gente		EMB
Invitation To a Gunfighter	A3	UA
Ipcress File, The	A2	U
● Is Paris Burning?		Par.

J

John Goldfarb, Please Come Home	B	Fox
Joy House	B	MGM
Joy In The Morning	A3	MGM
● Judith		BV
● Jungle Book, The		Par.

K

● Khartoum		UA
● Kid Rodelo		Par.
Kimberley Jim	A2	Emb.
● King Rat		Col.
Kiss Me, Stupid	C	Misc.
Kisses For My President	A3	WB
Kitten With A Whip	B	U
Knack, The	A4	UA

L

● La Boheme		WB
● Lady L		MGM
Last Man On Earth, The	A2	AI
● Last of the Renegades		Col.
Last Woman of Shang, The		For
Laurel and Hardy's Laughing 20's	A1	MGM
Lawrence Of Arabia	A2	Col.
Let's Talk About Women	C	Emb.
● Lt. Robin Crusoe, U.S.N.		BV
● Life At The Top		Col.
● Life In Danger, A	A2	AA
Life Upside Down		For.
Lili-RE	A2	MGM
Lilith	A4	Col.
● Liquidator, The		MGM
● Little Nuns, The		Emb.
● Little Ones, The		Col.
● Little Prince And The Eight-Headed Dragon, The		Col.
Living Between Two Worlds		Misc.
Living It Up-Re		Par.
Longest Day, The	A1	Fox
Lord Jim	A2	Col.
● Lord Love A Duck		UA
Lost World Of Sinbad	B	A-I
Love And Kisses	A2	U
Love A La Carte	A4	For.
Love Goddesses	C	Cont.
Love Has Many Faces	B	Col.
● Loved One, The	B	MGM
Luck Of Ginger Coffey, The	A3	Cont.

M

Mme Olga's Massage Parlor		Misc.
● Madame X		U
● Made In Paris		MGM
Maedchen In Uniform		For.
● Magic Weaver, The		AA
● Magic World of Topo Gigio, The	A1	Col.
Major Dundee	A2	Col.
Male Hunt	B	For.
● Man Could Get Killed, A		U
Men From Button Willow, The	A1	Misc.
Man In The Dark	A3	U
Men Who Couldn't Walk, The		For.
Mara Of The Wilderness	A1	AA
Marriage-Italian Style	A4	Emb.
● Marriage On The Rocks		WB
Married Woman, The		For.
Mary Poppins	A1	BV
Masquerade	A2	UA
Master Spy	A1	AA
● Maya		MGM
McHale's Navy Joins the Air Force	A1	U
Mediterranean Holiday	A1	Cont.
MGM's Big Parade Of Comedy	A1	MGM
● Mickey One		Col.
Mirage	A2	U
● Mister Buddwing		MGM
Mister Moses	A2	UA
Model Murder Case, The		For.
● Modesty Blaise		Fox
Moment Of Truth, The	A4	For.
● Moment To Moment		U
Mondo Pazzo	C	For.
Monkey's Uncle, The	A1	BV
● Money Trap, The	B	MGM
Moro Witch Doctor	A2	Fox
Morituri (The Saboteur)	A3	Fox
● Mother Superior		Col.
● Moving Target, The		WB
Murder Ahoy	A1	MGM
Murieta		WB
● Mutiny In Outer Space		AA
Mutiny On The Bounty	A2	MGM
My Baby Is Black		For.
My Blood Runs Cold	A2	WB
My Fair Lady	A1	WB
My Wife's Husband	A3	For.

N

Naked Brigade, The	A2	U
Naked Kiss, The	A3	AA
● Naked Prey, The	B	Par.
● Nanny, The		Fox
Nasty Rabbit, The		Misc.
● Navajo Run		AI
● Nevada Smith		Par.
● Never Too Late		WB
New Angels, The	C	For.
● New World, A		UA
● Night Of The Tiger, The		Col.
Night Train To Paris	A2	Fox
Night Walker, The	A2	U
Nightmare In The Sun	A3	Misc.
Nobdoy Waved Goodbye		For.
None But The Brave	A2	WB
Not on Your Life		For.
Nothing But A Man	A3	Misc.

O

Of Human Bondage	B	MGM
● Oh Dad, Poor Dad, Mama's Hung You In the Closet and I'm Feeling So Sad		Par.
● Omicron		Cont.
Once A Thief	A3	MGM
One Way Pendulum	A2	For.

HARUM SCARUM—(PV; MC)—Elvis Presley, Mary Ann Mobley
HILL, THE—Sean Connery, Michael Redgrave
HOTEL PARADISO—(PV; C)—Alec Guinness, Gina Lollobrigida
LIQUIDATOR, THE—(PV; MC)—Rod Taylor, Trevor Howard, Jill St. John—English-made
LADY L—(PV)—Sophia Loren, Paul Newman, David Niven
LOVED ONE, THE—(PV)—Robert Morse, Jonathan Winters, Anjanette Comer
MADE IN PARIS—(PV; MC)—Ann-Margret, Louis Jourdan
MAYA—(PV; MC)—Clint Walker, Jay North
MISTER BUDDWING—(PV)—James Garner, Jean Simmons, Suzanne Pleshette
MONEY TRAP, THE—(PV)—Glenn Ford, Elke Sommer
PASSPORT TO OBLIVION—(PV)—David Niven, Francoise Dorlec
PATCH OF BLUE, A—(PV)—Sidney Poitier, Shelley Winters
SECRET OF MY SUCCESS, THE—(PV; C)—Shirley Jones, James Booth
SEVEN WOMEN—(PV; MC)—Anne Bancroft, Sue Lyon, Margaret Leighton
SON OF A GUNFIGHTER—(CS; C)—Russ Tamblyn, Kieron Moore
TIKO AND THE SHARK—(WS; C)—Tahitian Cast
WHEN THE BOYS MEET THE GIRLS—Connie Francis, Harve Presnell, Joby Baker

PARAMOUNT DISTRIBUTED DURING THE PAST 12 MONTHS

6420 AMOROUS ADVENTURES OF MOLL FLANDERS, THE—C-126m.—(PV;TC)—Kim Novak, Richard Johnson, Angela Lansbury—5286 (5-26-65)—Naughty but nice funfest for adults—Made In England
6414 BLACK SPURS—W-81m.—(TC; TS)—Rory Calhoun, Terry Moore, Linda Darnell, Scott Brady—52B2 (5-12-65)—Satisfactory action for western fans with names to help
6407 BOY TEN FEET TALL, A—D-88m.—(CS; TC)—Edward G. Robinson, Constance Cummings, Fergus McClelland—5246 (1-20-65)—Interesting entry for young and old alike—Filmed abroad
R6505 BREAKFAST AT TIFFANY'S—C—115m.—(TC)—Audrey Hepburn, George Peppard—5322 (9-1-65)—Reissue of sophisticated entry is best for big city spots
R6402 CADDY, THE—C-95m.—Dean Martin, Jerry Lewis—5222 (10-21-64)—Reissue should have Martin-Lewis appeal—Reissue
6410 CRACK IN THE WORLD—MD-96m.—(TC)—Dana Andrews, Janette Scott—5254 (2-17-65)—Good science fiction entry
6406 DISORDERLY ORDERLY, THE—C-90m.—(TC)—Jerry Lewis, Susan Oliver—5238 (12-16-64)—Typical Jerry Lewis farce primarily for kids
6415 DR. TERROR'S HOUSE OF HORRORS—D-98m.—(TC)—Peter Cushing, Christopher Lee—5275 (4-14-65)—Off-beat horror entry has interest—English-made.
6422 FAMILY JEWELS, THE—C-100m.—(TC)—Jerry Lewis, Donna Butterworth—5294 (6-23-65)—Typical Lewis zaniness strictly for his fans
6419 GIRLS ON THE BEACH, THE—MU-80m.—(TC)—Martin West, Noreen Corcorah, The Crickets, The Beach Boys, Lesley Gore—5282 (5-12-65)—Bikinis plus rock 'n' roll add up to teen fun
6423 HARLOW—D-125m.—(PV; TC)—Carroll Baker, Martin Belsam, Red Buttons—5297 (7-7-65)—Well-made, interesting biofilm about yesterday's love goddess
6418 IN HARM'S WAY—D-165m.—(PV)—John Wayne, Kirk Douglas, Patricia Neal—5269 (3-31-65)—Impressive entertainment should register well with general audiences
R6502 LIVING IT UP—CMU—95m.—(TC)—Dean Martin, Jerry Lewis, Janet Leigh—5322 (9-1-65)—High rating comedy reissue
R6501 PARDNERS—C—88m.—(TC)—Dean Martin, Jerry Lewis, Lori Nelson—5322 (9-1-65)—Amusing reissue of western spoof has names, laughs and music
R6408 PSYCHO—MD-109m.—Anthony Perkins, Vera Miles, John Gavin, Janet Leigh—5247 (1-20-65)—Reissue is rare experience in horror—(Reissue)
6405 ROUSTABOUT—CMU—101m.—(TS; TC)—Elvis Presley, Barbara Stanwyck, Joan Freeman—5230 (11-18-64)—Okay Presley musical for his fans
R6506 SABRINA—CD—113m.—Humphrey Bogart, Audrey Hepburn, William Holden—5322 (9-1-65)—High rating reissue
SKULL, THE—D—83m.—(TC; TS)—Peter Cushing, Christopher Lee, 5322 (9-1-65)—Interesting horror entry—Filmed abroad
6421 SONS OF KATIE ELDER, THE—W-122m.—(PV; TC)—John Wayne, Dean Martin, Martha Hyer—5298 (7-7-65)—Very good big scale western
6409 SYLVIA—D-115m.—Carroll Baker, George Maharis, Edmond O'Brien—5249 (2-3-65)—Interesting drama for adults
6512 TOWN TAMER—W-89m.—(TC; TS)—Dana Andrews, Terry Moore, Pat O'Brien—5302 (7-21-65)—Okay western
6404 WHERE LOVE HAS GONE—D-114m.—(TS; TC)—Susan Hayward, Bette Davis, Michael Connors, Joey Heatherton—5222 (10-21-64)—Adult drama with particular appeal for women has big boxoffice potential
R6413 WORLD OF SUZIE WONG, THE—D-129m.—(TC)—William Holden, Nancy Kwan—5262 (3-17-65) High rating, colorful screen version of hit book and play—Reissue
6411 YOUNG FURY—W-80m.—(TS; TC)—Rory Calhoun, Virginia Mayo, John Agar—5249 (2-3-65)—Okay western for program
R6403 YOU'RE NEVER TOO YOUNG—C-102m.—(TC)—Dean Martin, Jerry Lewis—5222 (10-21-64)—Reissue is better Martin and Lewis comedy—Reissue

COMING

ALFIE—(TS; TC)—Michael Caine, Shelly Winters—English-made
APACHE UPRISING—(TS; TC)—Rory Calhoun, Corinne Calvert, Lon Chaney
BEACH BALL—Edd Byrnes, Chris Noel, The Supremes
BOEING—BOEING—(TC)—Jerry Lewis, Tony Curtis
HAWAIIAN PARADISE—(TC)—Elvis Presley
IS PARIS BURNING?—(PV)—Kirk Douglas, Leslie Caron
JUDITH—(PV; TC)—Sophia Loren, Peter Finch, Jack Hawkins
KID RODELO—Don Murray, Janet Leigh, Broderick Crawford
NEVADA SMITH—(PV; EC)—Steve McQueen, Karl Malden
PROMISE HER ANYTHING—(TC)—Warren Beatty, Leslie Caron—English-made
OH DAD, POOR DAD, MAMA'S HUNG YOU IN THE CLOSET AND I'M FEELING SO SAD—(TC)—Rosalind Russell, Robert Robert Morse, Jonathan Winters.
NAKED PREY, THE—(PV; TC)—Cornel Wilde
OSCAR, THE—(WS; EC)—Stephen Boyd, Elke Sommer, Milton Berle
RED LINE 7000—(TC)—Gail Hire, James 'Skip' Ward, Laura Devon
REVENGE OF THE GLADIATORS, THE—(TS; TC)—Roger Browne
SANDS OF THE KALAHARI—(PV; EC)—Stuart Whitman, Stanley Baker, Susannah York
SECONDS—Rock Hudson, Salome Jens
SEVEN SLAVES AGAINST THE WORLD—(TS; TC)—Roger Browne
SITUATION HOPELESS BUT NOT SERIOUS—Alec Guinness, Michael Connors
SLENDER THREAD, THE—Sidney Poitier, Anne Bancroft
SPY WHO CAME IN FROM THE COLD, THE—Richard Burton, Claire Bloom

20TH CENTURY-FOX DISTRIBUTED DURING THE PAST 12 MONTHS

425 APACHE RIFLES—MD—92m.—(DC)—Audie Murphy, Linda Lawson—5230 (11-18-64)—Okay program entry
430 BACK DOOR TO HELL—MD-68m.—Jimmie Rodgers, Jack Nicholson—5234 (12-3-64)—Okay programmer
444 CLEOPATRA—D-192m.—(Todd-AO; DC)—Elizabeth Taylor, Richard Burton, Rex Harrison—5062 (6-26-63)—Superior entertain-
CURSE OF THE FLY, THE—D—86m.—Brian Donlevy, Carole Gray—5322 (9-1-65)—Okay programmer—English-made
503 DEAR BRIGITTE—C-100m.—(CS; DC)—James Stewart, Billy Mumy, Brigitte Bardot—5250 (2-3-65)—Amusing comedy
DEVILS OF DARKNESS—D—88m.—(DC)—William Sylvester, Hubert Noel, Tracy Reed—5322 (9-1-65)—Interesting programmer on the supernatural—Filmed abroad
424 EARTH DIES SCREAMING, THE—MD-62m.—Willard Parker, Virginia Field—5226 (11-4-64)—Okay science fiction meller for duallers—English-made
423 FATE IS THE HUNTER—D-106m.—(CS)—Glenn Ford, Suzanne Pleshette, Rod Taylor—5214 (9-23-64)—Interesting drama about planes and people
516 FORT COURAGEOUS—W—72m.—Fred Bier, Donald Barry, Hanna Landy—527B (4-2B-65)—Okay Programmer
428 GOODBYE CHARLIE—C-117m.—(CS; DC)—Tony Curtis, Debbie Reynolds, Pat Boone—5226 (11-4-64)—Cute comedy with potent cast
417 GUNS AT BATASI—D-103m.—CS—Richard Attenborough, Jack Hawkins, Flora Robson—5210 (9-2-64)—Good adventure drama
513 HIGH WIND IN JAMAICA, A—D-104m.—(CS;DC)—Anthony Quinn, Lila Kedrova, James Coburn—5286 (5-26-65)—Off-beat drama can go art or regular
422 HORROR OF IT ALL, THE—CMD-76m.—Pat Boone, Erica Rogers—5222 (10-21-64)—Good comedy thriller for duellers—English-made
504 HUSH, HUSH, SWEET CHARLOTTE—D-133m.—Bette Davis, Olivia de Havilland, Joseph Cotten, Agnes Moorehead—5247 (1-20-65)—Highly effective horror entry
507 JOHN GOLDFARB, PLEASE COME HOME—C-96m.—(CS; DC)—Shirley MacLaine, Peter Ustinov, Richard Crenna—5230 (11-18-64)—Wacky comedy should prove effective crowd pleaser
414 LONGEST DAY, THE—D-180m.—(CS)—All-star cast—4986 (10-10-62)—High rating war entry—Filmed abroad
431 MORO WITCH DOCTOR—MD—61m.—Jock Mahoney, Margia Dean—5230 (11-18-64)—Fair programmer—Filmed in the Philippines
MORITURI (THE SABOTEUR)—D—123m.—Marlon Brando, Yul Brynner, Janet Margolin—5302 (7-21-65)—Tense drama of adventure and intrigue on a doomed ship
420 NIGHT TRAIN TO PARIS—MD-65m.—Leslie Nielsen, Aliza Gur—5219 (10-7-64)—Good action entry for program—English-made
502 PLEASURE SEEKERS, THE—CD-107m.—(CS; DC)—Ann-Margret, Tony Franciosa, Carol Lynley—5242 (12-30-64)—Entertaining entry
427 RAIDERS FROM BENEATH THE SEA—MD-73m.—Ken Scott, Merry Anders—5247 (1-20-65)—Fair programmer
426 RIO CONCHOS—W-107m.—(CS; DC)—Richard Boone, Stuart Whitman, Wende Wagner—5219 (10-7-64)—Big scale western has fine cast, fast action

SABOTEUR, THE—See Morituri
555 **SOUND OF MUSIC, THE**—MU-174m.—(Todd-AO; DC)—Julie Andrews, Christopher Plummer, Eleanor Parker—5258 (3-3-65)—Highly entertaining and charming film version of stage musical—Filmed abroad
560 **THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES**—C-133m.—(Todd-AO-DC)—Stuart Whitman, Sarah Miles, Robert Morley—5289 (6-9-65)—Funny, colorful spectacle looks like solid popular entertainment.
514 **UP FROM THE BEACH**—D-99m.—(CS)—Cliff Robertson, Irina Demick, Marius Goring, Red Buttons—5289 (6-9-65)—Fairly interesting tale of people in war
416 **VISIT, THE**—D-100m.—(CS)—Ingrid Bergman, Anthony Quinn—5214 (9-23-64)—Absorbing drama of human greed and vengeance—Filmed In Italy
515 **VON RYAN'S EXPRESS**—MD-117m.—(DC)—Frank SinatraTrevor Howard—5286 (5-26-65)—Good action and suspense entry
508 **WAR PARTY**—W-72m.—Michael T. Mikler, Davey Davison, Donald Barry—5262 (3-17-65)—Okay Programmer
WILD ON THE BEACH—CMU—77m.—Frankie Randall, Sherry Jackson—5323 (9-1-65)—Mild rock 'n' roll entry for program
421 **WITCHCRAFT**—MD-79m.—Lon Chaney, Diana Clare, David Weston—5222 (10-21-64)—Good horror meller dualler—English made
ZORBA, THE GREEK—D-142m.—Anthony Quinn, Alan Bates, Irene Papas—5238 (12-16-64)—Fine drama—Filmed In Greece—International Classics

COMING

AGONY AND THE ECSTASY, THE—(TODD-AO; DC)—Charlton Heston, Rex Harrison
BLUE MAX, THE—George Peppard, James Mason, Ursula Andress
CONVICT STAGE—Harry Lautor, Donald Barry
DO NOT DISTURB—(CS; DC)—Doris Day, Rod Taylor
EL GRECO—Mel Ferrer, Rosanna Schiaffino
FANTASTIC VOYAGE—(CS; DC)—Stephen Boyd, Edmond O'Brien
FLIGHT OF THE PHOENIX, THE—James Stewart, Peter Finch, Ernest Borgnine
MODESTY BLAISE—Dirk Bogarde, Terence Stamp
NANNY, THE—Bette Davis, Wendy Craig—English-made
OUR MAN FLINT—(CS; DC)—James Coburn, Gila Gulan, Lee J. Cobb
OUTLAWS OF RED RIVER, THE—George Montgomery
REWARD, THE—(CS; DC)—Max Von Sydow, Efrem Zimbalist, Jr., Yvette Mimieux
SPACE FLIGHT IC-1—Bill Williams—English-made
STAGECOACH—(CS; DC)—Ann-Margret, Michael Connors, Red Buttons
WEEKEND AT DUNKIRK—(DC)—Jean-Paul Belmondo, Catherine Spaak

UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

6514 **BILLIE**—CMU—87m.—(TC; TS)—Patty Duke, Warren Berlinger, Jim Backus—5323 (9-1-65)—Wholesome, heart-warming comedy for family trade—Chrislaw
6502 **FERRY CROSS THE MERSEY**—MU-86m.—Gerry and The Pacemakers—5250 (2-3-65)—Rock 'n' roll for teen-agers—English-made—(Brian Epstein)
6422 **FOUR DAYS IN NOVEMBER**—DOC-120m.—Narrated by Richard Basehart—5223 (10-21-64)—Well-made, thrilling documentary on President Kennedy assassination—Wolper
6511 **GLORY GUYS, THE**—CD-112m.—(PV; DC)—Tom Tryon, Harve Presnell, Senta Berger—5302 (7-21-65)—Lively outdoor yarn about Indian fighters—Levy-Gardner-Laven
6420 **GOLDFINGER**—MD—108m.—(TC)—Sean Connery, Gert Frobe, Honor Blackman—5231 (11-18-64)—Another boxoffice bonanza with Agent 007—English-made; Saltzman-Broccoli
6501 **GREATEST STORY EVER TOLD, THE**—D-194m.—(CN; TC)—Max Von Sydow, Dorothy McGuire, Charlton Heston—5254 (2-17-65)—A production of note—Stevens
6512 **HALLELUJAH TRAIL, THE**—C-167m.—(Cinerama; TC—Burt Lancaster, Lee Remick—5294 (6-23-65)—The west at its wildest makes for an unusual comic entry—Mirisch
6513 **HELP!**—CMU—90m.—(EC)—The Beatles—5310 (8-18-65)—Beatlemania strikes again—Shenson—Filmed abroad
6503 **HOW TO MURDER YOUR WIFE**—C-118m.—(TC)—Jack Lemmon, Vira Lisi, Terry-Thomas—5247 (1-20-65)—Fun entry is good for many laughs but could use trimming—Axelrod
6509 **I'LL TAKE SWEDEN**—C-96m.—(TC)—Bob Hope, Tuesday Weld, Frankie Avalon—5290—(6-9-65)—Hope, bikinis, and rock 'n' roll provide summer-weight fun—Small
6418 **INVITATION TO A GUNFIGHTER**—D-92m.—(DC)—Yul Brynner, Brad Dexter, Janice Rule—5223 (10-21-64)—Top performances assist moody western—Kramer
790 **KNACK, THE—AND HOW TO GET IT**—C-84m.—Rita Tushingham, Ray Brooks, Michael Crawford—5299 (7-7-65)—Wacky Comedy seems good bet for art and specialty spots—English-made—Lopert
6508 **MASQUERADE**—CAD-101m.—(EC)—Cliff Robertson, Jack Hawkins—5278 (4-28-65—Entertaining comedy adventure—Filmed abroad—Novus
6506 **MR. MOSES**—CD-113m.—(PV; TC)—Robert Mitchum, Carroll Baker—5275 (4-14-65)—Off-beat African adventure comedy is thoroughly entertaining—Ross-Talbot
6505 **SATAN BUG, THE**—MD-114m.—(PV; DC)—George Maharis, Richard Basehart, Anne Francis—5262 (3-17-65)—Suspenseful yarn loaded with action and thrills—Mirisch-Kappa
6417 **SECRET INVASION, THE**—MD-95m.—(PV; DC)—Stewart Granger, Raf Vallone, Mickey Rooney—5215 (9-23-64)—Action packed war meller—Made In Yugoslavia—Corman
6419 **TOPKAPI**—CD-120m.—(C)—Melina Mercouri, Maximilian Schell, Peter Ustinow—5215 (9-23-64)—Fine fun film should zoom—Filmed abroad—Filmways
6507 **TRAIN, THE**—D-133m.—Burt Lancaster, Paul Scofield, Jeanne Moreau—5259 (3-3-65)—High rating war-time adventure entry—Filmed in France
6510 **WHAT'S NEW PUSSYCAT?**—C-108m.—(TC)—Peter Sellers, Peter O'Toole, Romy Schneider—5294 (6-23-65)—Wacky comedy has angles to sell—Filmed abroad—Feldman
6416 **WOMAN OF STRAW**—D-117m.—(EC)—Gina Lollobrigida, Sean Connery, Ralph Richardson—5215 (9-23-64) First rate mystery—English-made

COMING

AFTER THE FOX—(C)—Peter Sellers, Victor Mature—Montoro
CAST A GIANT SHADOW—(PV; C)—Kirk Douglas, Santa Berger, Frank Sinatra—Mirisch
DON'T WORRY, WE'LL THINK OF A TITLE—Morey Amsterdam, Rose Marie—Schenck
FRANKIE AND JOHNNY—(TC)—Elvis Presley—Admiral
CHINESE ADVENTURES IN CHINA—(C)—Jean Paul Belmondo-Ursula Andress
GROUP, THE—(WS; C)—Candice Bergen, James Broderick—Feldman
HAWAII—(PV; C)—Julie Andrews, Max Von Sydon—Mirisch
LORD LOVE A DUCK—Roddy McDowall, Tuesday Weld—Charleston
KHARTOUM—(PV 70)—Charlton Heston, Laurence Olivier
NEW WORLD, A—Nino Casteinova, Christine De La Roche-Saltzman
RAGE TO LIVE, A—Suzanne Pleshette, Ben Gazzara, Bradford Dillman—Mirisch
RETURN FROM THE ASHES—Maximilian Schell, Samantha Eggar—Mirisch
SUMMER FIRES—Jeanne Moreau, Ettore Manni—Woodfall
THUNDERBALL—(PV, TC)—Sean Connery—Bernard Lee, Lois Maxwell
THOUSAND CLOWNS, A—Jason Robards, Jr., Barbara Harris
VIVA MARIA—(C)—Brigette Bardot, George Hamilton—Dancigers-Malle

UNIVERSAL

DISTRIBUTED DURING THE PAST 12 MONTHS

ANDY—D-86m.—Norman Alden—5250 (2-3-65)—Off-beat character study for art and specialty houses
6517 **ART OF LOVE, THE**—C-99m.—(TC)—James Garner, Elke Sommer, Dick Van Dyke—5283 (5-12-65)—Amusing comedy has names to help
6507 **BUS RILEY'S BACK IN TOWN**—D—93m.—(EC)—Ann-Margaret, Michael Parks—5263 (3-17-65)—Portrayal of boy maturing in fast company has James Dean touch
6525 **DARK INTRUDER**—MD-59m.—Leslie Nielsen, Gilbert Green, Judi Meredith—5306 (8-4-65)—Okay program filler
6501 **FATHER GOOSE**—C-117m.—(TC)—Cary Grant, Leslie Caron, Trevor Howard—5231 (11-18-64)—Top names bolster mild comedy
6512 **FLOWER DRUM SONG**—MU-131m.—(C; PV)—Nancy Kwan, James Shigeta—5287 (5-26-65)—Reissue, is highly entertaining, pleasure-packed musical—Reissue
6513 **FLUFFY**—C-92m.—(C)—Tony Randall, Shirley Jones—5275 (4-14-65)—Cute comedy for youngsters and family audiences
6502 **GUNS OF AUGUST, THE**—DOC-99m.—Created and produced by Nathan Kroll—5239 (12-16-64)—Interesting documentary on World War I
6524 **IPCRESS FILE, THE**—MD-108m.—(TS; TC)—Michael Caine, Nigel Green—5298 (7-7-65)—Good espionage entry—English-made
6511 **IMITATION OF LIFE**—D—124m.—(EC)—Lana Turner, John Gavin, Sandra Dee— 5287 (5-26-65)—Reissue is high rating drama—Reissue
6522 **I SAW WHAT YOU DID**—MD-82m.—Joan Crawford, John Ireland, Andi Garrett, Sharyl Locke—5283 (5-12-65)—Good suspense programmer
6427 **KITTEN WITH A WHIP**—MD-83m.—Ann-Margret, John Forsythe—5226 (11-4-64)—Unpleasant entry for the program
LOVE AND KISSES—CMU—87m.—Rick Nelson, Kristin Nelson, Jack Kelly—5310 (8-18-65)—Amusing entry with angles for teens
6506 **MAN IN THE DARK**—D-80m.—William Sylvester, Barbara Shelley—5250 (2-3-65)—Okay programmer—English-made
6518 **MC HALE'S NAVY JOINS THE AIR FORCE**—C-90m.—(TC)—Joe Flynn, Tim Conway—5290 (6-9-65)—Cute sequel to initial release and regular tv show
6514 **MIRAGE**—D-109m.—Gregory Peck, Diane Baker—5287 (5-26 65)—Very good suspense thriller
6516 **NAKED BRIGADE, THE**—MD-99m.—Shirley Eaton, Ken Scott—5278 (4-28-65)—Ftir programmer—Filmed in Greece; partially titled

Onibaba		For.
Only One New York	A1	Emb.
• Operation C.I.A.		AA
Operation SNAFU	A3	AI
Operation Crossbow (The Great Spy Mission)	A1	MGM
• Oscar, The		Par.
• O.S.S. 117		AA
• Our Man Flint		Fox
Outlaws Is Coming, The	A1	Col.
• Outlaws Of Red River, The		Fox
Outrage, The	A3	MGM
Over There—1914-1918		For.

P

Pajama Party	B	A-I
Pardners-Re		Par.
• **Paranioa**		Emb.
Passionate Thief, The	A3	Emb
• **Passport To Oblivion**		MGM
• **Patch of Blue, A**	A3	MGM
Pawnbroker, The	C	AA-Landau
• **Pie In The Sky**	A3	AA
• Planet of the Vampires, The		AI
• **Playboy**		Col.
• **Play It Cooler**		Col.
Pleasure Seekers, The	B	Fox
• **Promise Her Anything**		Par.
Psycho—Re.	B	Par.
Psychomania		Misc

Q

Quick, Before It Melts	B	MGM
Quo Vadis—Re.	A1	MGM

R

• Racing Fever	B	AA
• Rage To Live, A	A3	UA
Raiders From Beneath The Sea	B	Fox
Rapture		For.
• Rare Breed, The		U
Rattle Of A Simple Man		Cont.
Ready For The People		WB
Red Desert	A4	Foir.
Red Lanterns		For.
Repulsion		For.
• Red Line 7000		Par.
Requiem For A Gun Fighter		EMB
• Return From The Ashes		UA
• Revenge Of The Gladiators, The		Par.
• Reward, The	A2	Fox
Rio Conchos	A3	Fox
Rotten to the Core		For.
Rounders, The	A3	MGM
Roustabout	A2	Par

S

Saboteur, The (see Morituri)		Fox
Sabrina-Re		Par.
Sampson vs The Giant King		For.
Sandokan, The Great	A1	MGM
Sandpiper, The	B	MGM
• Sands of The Kalahari		Par.
Santa Claus Conquers The Martians	A1	Emb.
Satan Bug, The	A2	UA
Scarlet Letter, The		Misc.
Seaside Swingers	A1	Emb.
• Seconds		Par.
Secret Door, The	A2	AA
Secret Invasion, The	A2	UA
Secret Of Blood Island	A2	U
Secret Of Magic Island	A1	Emb.
• Secret of My Success, The	A2	MGM
Send Me No Flowers	A2	U
• **Senilita**		Col.
Sergeant Deadhead	A3	AI
7 Dwarfs To The Rescue, The		For.
• Seven Slaves Against The World	A2	Par.
• Seven Women		MGM
Sex And The Single Girl	B	WB
She	A2	MGM
Shenandoah	A1	U
Ship Of Fools	A3	Col.
Signpost To Murder	A3	MGM
• Silencers, The		Col.
Sing And Swing	A2	U
• **Situation Hopeless But Not Serious**		Par.
Ski Party	A2	AI
Skull, The	A2	Par.
Slave Trade In The World Today	A3	Cont.
• Slender Thread, The		Par.
So Dear To My Heart—Re	A1	BV
• **Son Of A Gunfighter**		MGM
Sons Of Katie Elder, The	A1	Par.
Sound Of Music, The	A1	Fox
• **Space Flight IC-1**		Fox
• Spy Who Came In From The Cold, The		Par.
• Stagecoach		Fox
Strange Bedfellows	A3	U
• Summer Fires		UA
Sweet And Sour	C	For.
Swinger's Paradise	A1	AI
Swingin' Summer, A		Misc.
Sword of Ali Baba, The	A1	U
Sylvia	B	Par.
Symphony For A Massacre	A3	For.
Synanon	A3	Col.

T

Taboos of the World	A4	AI
● Tatty And The Jungle Hunter	AI	AA
Taggart	A2	U
T-A-M-I Show, The		Misc.
Tattooed Police Horse, The	AI	BV
Taxi for Torbuk	A2	For.
● Tennessee Jamboree		AA
● Tenth Victim, The		EMB.
Thank Heaven For Small Favors		For.
● That Darn Cat		BV
That Funny Feeling	A2	U
These Are The Damned	A3	Col.
● Thing at the Door, The		WB
Three Penny Opera	A3	Emb.
Third Day, The	A3	WB
36 Hours	A2	MGM
Those Calloways	AI	BV
Those Magnificent Men In Their Flying Machines	AI	Fox
● Thousand Clowns, A		UA
● Thunderball		UA
Tickle Me	A2	AA
● Tiko And The Shark		MGM
● Time Of Indifferance		Cont.
Time Travelers, The	B	A-I
Tomb Of Ligeia	A2	A-I
Topkapi	A3	UA
Town Tamer	A2	Par.
● Tramplers, The		Emb.
Train, The	AI	UA
Treasure Of Silver Lake		Col.
Truth About Spring, The	AI	U
Two On a Guillotine	A3	WB

U

● Ugly Dachshund, The		BV
Umbrellas Of Cherbourg, The	A3	AA-Landau
● Under Age	B	AI
Unearthly Stranger	AI	A-I
Up From The Beach	AI	Fox

V

Very Special Favor, A	A3	U
Vice And Virtue	B	MGM
● Village Of The Giants		Emb.
Visit, The	A4	Fox
● Viva Maria		UA
Von Ryan's Express	AI	Fox
Voyage To The End Of The Universe	AI	A-I

W

● War Lord, The	A3	U
War Gods Of The Deep		A-I
War of the Zombies		AI
War Party	AI	Fox
● Watch It, Sailor		Col.
● Weekend At Dunkirk		Fox
What's New, Pussycat	B	UA
Where Love Has Gone	A3	Par.
● When The Boys Meet The Girls		MGM
White Voices	C	For.
● Who's Afraid Of Virginia Woolf?		WB
Why Bother To Knock?	B	For.
Wild On The Beach	A2	Fox
Wild Seed	A3	U
Willy McBean and His Magic Machine	AI	Misc.
● Winter A-Go-Go		Col.
Witchcraft	A2	Fox
Woman Is A Woman, A		For.
Women Of Straw	A3	UA
Woman Who Wouldn't Die, The	A3	WB
● Wonderful Life		A-I
World of Abbott & Costello, The	AI	U
World of Suzie Wong, The—RE.	B	Par.
World Without Sun	AI	Col.
● World's Greatest Swindles		Cont.

Y

Yellow Rolls, Royce, The	A4	MGM
Yolanta		For.
● You Must Be Joking		Col.
Youngblood Hawke	A3	WB
Young Cassidy	A3	MGM
Young Dillinger	B	AA
Young Fury	A2	Par.
Young Lovers, The	A3	MGM
Your Cheatin' Heart	A2	MGM
Your'e Never Too Young—Re.	A2	Par.

Z

Zebra In The Kitchen	AI	MGM
Zorba, The Greek	A4	Fox

6503 **NIGHT WALKER, THE**—D-86m.—Barbara Stanwyck, Robert Taylor, Hayden Rorke—5242 (12-30-64)—Horror entry has angles

6515 **SECRET OF BLOOD ISLAND, THE**—MD-84m.—Barbara Shelley, Jack Hadley—5279 (4-28-65)—Unpleasant programmer—English-made

6426 **SEND ME NO FLOWERS**—C-100m.—(TC)—Rock Hudson, Doris Day—5211 (9-2-64)—Very good comedy

6521 **SHENANDOAH**—D-105m.—(TC)—James Stewart, Doug McClure, Rosemary Forsyth—5279 (4-28-65)—Fine drama heightened by impressive Stewart performance

6428 **SING AND SWING**—CMU-75m.—David Hemmings, Jennifer Moss—5211 (9-2-64)—Fair import for program with angles for younger set—English-made

6505 **STRANGE BEDFELLOWS**—98m.—(TC)—Rock Hueson, Gina Lollobrigida—5239 (12-16-64)—Cute comedy with potent cast

6509 **SWORD OF ALI BABA**—MD-81m.—(C)—Peter Mann, Jocelyn Lane—5270 (3-31-65)—Okay programmer

6504 **TAGGART**—W-85m.—(C)—Tony Young, Dan Duryea, Elsa Cardenas—5239 (12-16-64)—Okay western

6523 **THAT FUNNY FEELING**—C-93m.—(C)—Sandra Dee, Bobby Darin, Donald O'Connor—5306 (8-4-65)—Amusing entry

6508 **TRUTH ABOUT SPRING, THE**—CD-102m.—(TC)—Hayley Mills, John Mills, James MacArthur—5270 (3-31-65)—Fairly entertaining entry—Filmed abroad

6520 **VERY SPECIAL FAVOR, A**—C-104m.—(TC)—Rock Hudson, Leslie Caron, Charles Boyer—5298 (7-7-65)—A very funny comedy

6519 **WILD SEED**—D-99m.—Michael Parks, Celia Kaye, Eve Novak—5263 (3-17-65)—Effective program entry

6510 **WORLD OF ABBOTT AND COSTELLO, THE**—COMP.-75m.—Bud Abbott, Lou Costello—5275 (4-14-65)—Compilation offers the best of the taem's films.

COMING

AND NOW MIGUEL—(TC)—Pat Cardi, Michael Ansara
ARABESQUE—(TC)—Gregory Peck, Sophia Loren
BLINDFOLD—(TC)—Rock Hudson, Claudia Cardinale
GHOST AND MR. CHICKEN, THE—(TC)—Don Knotts, Joan Staley, Dick Sargent
GUNPOINT—(TC)—Audie Murphy, Joan Staley
INCIDENT AT PHANTOM HILL, THE—(TC)—Robert Fuller, Jocelyn Lane
MADAME X—(TC)—Lana Turner, John Forsythe, Ricardo Montalban
MAN COULD GET KILLED, A—(TC)—James Garner, Melina Mercouri, Sandra Dee
MOMENT TO MOMENT—(TC)—Jean Seberg, Honor Blackman
RARE BREED, THE—(PV; TC)—James Stewart, Maureen O'Hara
WAR LORD, THE—(PV; TC)—Charlton Heston, Rosemary Forsyth, Richard Boone

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

458 **BATTLE OF THE VILLA FIORITA, THE**—D—111m.—(PV;TC)—Maureen O'Hara, Rossano Brazzi, Richard Todd—5287 (5-26-65)—Uneven romantic tale aimed at gals

460 **BRAINSTORM**—D-114m.—(PV)—Jeff Hunter, Anne Francis, Dana Andrews—5283 (5-12-65)—Psychological drama holds interest

480 **CHEYENNE AUTUMN**—AD-145m.—(PV 70; TC)—James ewart, Edward G. Robinson, Richard Widmark, Carroll Baker—5223 (10-21-64)—Highly interesting outdoor adventure entry

455 **DEAR HEART**—D-114m.—Glenn Ford, Geraldine Page—5239 (12-16-64)—Mildly entertaining

GREAT RACE, THE—C-150m.—(PV; TC)—Jack Lemmon, Tony Curtis, Natalie Wood—5298 (7-7-65)—Comedy blockbuster is headed for the top

478 **HAMLET**—D-187m.—(Electronovision)—Richard Burton—5220 (10-7-64)—Of value as a record of a novel version of the Shakespeare classic

462 **HAVING A WILD WEEKEND**—C-91m.—Dave Clark Five—5302 (7-21-65)—Sell the Dave Clark Five—English-made

451 **KISSES FOR MY PRESIDENT**—C-113m.—Fred MacMurray, Polly Bergen—5211 (9-2-64)—Topical farce benefits from good cast

479 **MY FAIR LADY**—MU-170m.—(PV70, TC)—Audrey Hepburn, Rex Harrison—5227 (11-4-64)—Highly impressive entertainment headed right for the top

457 **NONE BUT THE BRAVE**—D-108m.—(PV; TC)—Frank Sinatra, Clint Walker, Tommy Sands—5255 (2-17-65)—Gory effort gives two-sided view of war on small scale

459 **MY BLOOD RUNS COLD**—MD-104m.—(PV)—Troy Donahu Joey Heatherton—5270 (3-31-65)—Mild horror meller with names to lure youngsters

452 **READY FOR THE PEOPLE**—MD-54m.—Simon Oakland, Anne Helm—5227 (11-4-64)—Okay for program filler

MURIETA—W—106m.—(EC)—Jeffrey Hunter, Arthur Kennedy, Diana Lorys—5323 (9-1-65)—Okay adventurous hijinks in early California—Made in Spain

454 **SEX AND THE SINGLE GIRL**—C-114m.—(TC)—Tony Curtis, Natalie Wood, Henry Fonda—5242 (12-30-64)—Frenzied farce with leers and laughs

463 **THIRD DAY, THE**—D-119m.—(PV; TC)—George Peppard, Elizabeth Ashley—5299 (7-7-65)—Interesting drama

456 **TWO ON A GUILLOTINE**—MD-107m.—(PV)—Connie Stevens, Dean Jones, Cesar Romero—5247 (1-20-65)—Fast moving chiller

461 **WOMAN WHO WOULDN'T DIE, THE**—MD-84m.—Garry Merrill, Jane Merrow, Georgiana Cookson—5283 (5-12-65)—Okay murder meller for the programs—English-made

453 **YOUNGBLOOD HAWKE**—D-137m.—James Franciscus, Suzanne Pleshette, Genevieve Page—5227 (11-4-64)—Classy effort misses dramatic mark

COMING

BATTLE OF THE BULGE—(CN; TC)—Henry Fonda, Robert Shaw
BIG HAND FOR THE LITTLE LADY, A—(TC)—Henry Fonda, Joanne Woodward, Paul Ford
CRACK OF THE WHIP—(C)—Clint Walker
FINE MADNESS, A—Sean Connery, Joanne Woodward
INSIDE DAISY CLOVER—(PV, TC)—Natalie Wood, Christopher Plummer
LaBOHEME—(T)—LaScala Opera Company
MARRIAGE ON THE ROCKS—(TC; PV)—Frank Sinatra, Deborah Kerr, Dean Martin
MOVING TARGET, THE—(PV; TC)—Paul Newman, Lauren Bacall, Shelley Winters
NEVER TOO LATE—(TC)—Paul Ford, Maureen O'Sullivan, Connie Stevens
THING AT THE DOOR, THE—Troy Donohue
WHO'S AFRAID OF VIRGINIA WOOLF?—Elizabeth Taylor, Richard Burton

MISCELLANEOUS

ACROSS THE RIVER—D—85m.—Lou Gilbert, Kay Doubleday—5266 (3-17-65)—Off-beat drama for art spots—R. M. Franchi

BUS, THE—DOC—62m.—Produced and photographed by Haskell Wexler—5290 (6-9-65)—Tale of a group with a cause for selective audiences—Edward Harrison

CASTLE OF BLOOD—MD-85m.—Barbara Steele, George Riviere—5211 (9-2-64)—Horror meller provides its share of chills—Woolmer Bros.

COOL WORLD, THE—DOC-105m.—Hampton Clanton, Yolanda Rodriguez—5224 (10-21-64)—Authentic reenacted documentary on Harlem can be sold—Cinema V

CURSE OF THE STONE HAND—MD—72m.—Ernest Walch, John Carradine, Sheila Bon—5266 (3-17-65)—Confused lower half horror entry—Associated Distributors Pictures

ELEANOR ROOSEVELT STORY, THE—DOC.—90m.—Produced by Sidney Glazier—5290 (6-9-65)—Fine documentary—Sidney Glazier Prod.

FACE OF THE SCREAMING WEREWOLF—MD—60m.—Lon Chaney, Landa Varle—5266 (3-17-65)—Horror entry for the lower half—Associated Distributors Pictures

FLESH EATERS, THE—MD-90m.—Rita Morley, Byron Sanders, Martin Losleck—5224 (10-21-64)—Program horror meller—C.D.A.

HARLOW—D-109m.—(Electronovision)—Carol Lynley, Efrem Zimbalist, Jr.—5287 (5-26-65)—Reputed biography of former film star is mildly entertaining—Magna

IMAGE OF LOVE—DOC-90m. (EC)—Written, directed and produced by Lou Stoumen—5299 (7-7-65)—Fairly interesting documentary on love through the ages—Green Releasing Org.

INHERITANCE, THE—DOC-60-m.—Narrated by Robert Ryan—5234 (12-3-64)—Documentary on rise of the unions needs special treatment—Harold Mayer

KISS ME, STUPID—C-126m.—(PV)—Dean Martin, Kim Novak, Ray Walsten—5242 (12-30-64)—Sex laden fest may raise a few brows—Lopert

LIVING BETWEEN TWO WORLDS—D-78m.—Horace Jackson, Maye Henderson, Mimi Dillard—5220 (10-7-64)—All Negro film is okay dueller for specialized houses—Empire

MAN FROM BUTTON WILLOW, THE—CAR-84m.—(C)—Presented by Dale Robertson—5251 (2-3-65)—Enjoyable western cartoon for family and youngsters—United Screen Arts

MME. OLGA'S MASSAGE PARLOR—MD—70m.—Alice Baez, T. Wood Parker—5266 (3-17-65)—Fast buck and mediocre exploitation film—American Film Dist.

NASTY RABBIT, THE—C-85m.—(TS; TC)—Mischa Terr, Arch Hall, Jr.,—5243 (12-30-64)—Childish entertainment—Fairway International

NIGHTMARE IN THE SUN—MD—81m.—(DC)—Ursula Andress, John Derek, Aldo Ray—5231 (11-18-64)—Suspenseful story of a manhunt for the program—Zodiac

NOBODY WAVED GOODBYE—D—80m.—Peter Kastner, Julie Biggs—5323 (9-1-65)—Earnest but amateurish drama of teen rebellion—Canadian-made; Cinema V

NOTHING BUT A MAN—D-90m.—Ivan Dixon, Abbey Lincoln—5259 (3-3-65)—Poignant, sensitive portrait of a southern Negro's marriage—Cinema V

T-A-M-I SHOW, THE—MUNOV—113½m.—Beach Boys, Barbarians, Chuck Barry—5231 (11-18-64)—Good musical novelty for teens—Electronovision—American Int.

SCARLET LETTER, THE—D-72m.—Colleen Moore, Hardie Albright—5290 (6-9-65)—Reissue of Hawthorne classic has novel curio value—Signature Films

SWINGIN' SUMMER, A—MU—80m.—(TC)—James Stacy, William Wellman, Jr., Quinn O'Hara—5266 (3-17-65)—Cute entry with special appeal for teens—United Screen Arts

WILLY MC BEAN AND HIS MAGIC MACHINE—NOV—94m.—(EC)—Written, produced and directed by Arthur Rankin, Jr.—5324 (9-1-65)—Entertaining puppet entry for the younger set—Magna

FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

AND SO TO BED—D-112m.—Hildegard Knaf, Thomas Fritsch—5306 (8-4-65)—Cute import on long side for adults only—German-made; English dialogue-Medallion

AWFUL DR. ORLOF, THE—MD-90m.—Howard Vernon, Diano Larys—5291 (6-9-65)—Program horror meller—Foreign-made; dubbed in English—Sigma III

BAY OF ANGELS—D-85m.—Jeanne Moreau, Claude Mann—5251 (2-3-65)—Intriguing import for art spots—French-made; English titles—Pathe Contemporary

BAMBOLE—C-111m.—Virna Lisi, Monica Vitti, Gina Lollobrigida—5303 (7-21-65)—Fairly amusing import—Italian-made; English titles; Royal Films Int.

BANANA PEEL—C-97m.—Jeanne Moreau, Jean-Paul Belmondo—5255 (2-17-65)—Entertaining import—French-made; English titles—Pathe Contemporary

BEFORE THE REVOLUTION—D-112m.—Adriana Asti, Francesco Barilli—5306 (8-4-65)—Interesting adult import—Italian-made; English titles—New Yorker Films

BLACK TORMENT, THE—MD—88m.—(C)—Heather Sears, John Turner—5263 (3-17-65)—Suspenseful horror meller—English-made—Governor

BRAIN, THE—MD—83m.—Anne Heywood, Peter Van Eyck—5263 (3-17-65)—Okay terror entry—English-made—Governor

CARRY ON SPYING—C-87m.—Kenneth Williams, Barbara Windsor—5251 (2-3-65)—Carry On slapsticking still good comedy—English-made—Governor

CASABLAN—D—63m.—Nikos Kourkoules—5263 (3-17-65)—Minor import—Filmed in Greece—Frisch-Natas Productions

CRAZY PARADISE—C—95m.—(EC)—Dirch Passer, Bodil Steen—5324 (9-1-65)—Generally amusing import for art set—Danish-made; English titles—Sherpix

DIARY OF A CHAMBERMAID, THE—D—97m.—Jeanne Moreau, Michel Piccoli—5264 (3-17-65)—Interesting import—French-made; English titles—Int. Classics

EVA—D-115m.—Jeanne Moreau, Stanley Baker, Vira Lisi—5295 (6-23-65)—Fairly interesting entry—Filmed abroad—Times

EYES OF THE NEEDLE, THE—CD-97m.—Vittorio Gassman, Annette Storyberg—5307 (8-4-65)—Sex farce may interest art house crowd—Italian-made; English titles—Eldorado

FANNY HILL—C-104m.—Miriam Hopkins, Letitia Roman—5279—(4-28-65)—Farcial treatment of innocence untouched by life in a brothel—German-made; dubbed in English—Famous Players

GIRL WITH GREEN EYES—D-91m.—Peter Finch, Rita Tushingham—5194 (8-5-64)—Romance of value to art and other spots—English-made (Filmed in Ireland)—Lopert

GO-GO BIG BEAT—MU-82m.—(EC)—Millie Small, The Animals, Lulu and The Luvvers—5295 (6-23-65)—Musical mish-mash for the teen set—English-made—Eldorado

GUIDE, THE—D-120m.—(PC)—Dev Anand, Kishore Sahu—5259 (3-3-65)—Fairly interesting import set in modern India—Filmed in India—Stratton Int.

HERCULES VIS THE GIANT WARRIORS—MD-94m.—(CS;EC)—Don Vadis—5291 (6-9-65)—Good action for undiscriminating adults and teens—Italian-made; dubbed in English—John Alexander

HIGH INFIDELITY—CD-130m.—Ugo Tognazzi, Fulvia Franco, Nino Manfredi—5303 (7-21-65)—Entertaining import flavored with sex—Foreign-made; English titles—Magna

HORRIBLE DR. HICHCOCK, THE—MD-76m.—(TC)—Barbara Steele, Robert Flemyng—5291 (6-9-65)—Program horror meller—English-made—Sigma III

LAST WOMAN OF SHANG, THE—MD—107m.—(C)—Lin Dei—5264 (3-17-65) Fair import—Chinese-made; English titles—Shaw Brothers

MAEDCHEN IN UNIFORM—D-91m.—Lilli Palmer, Romy Schneider—5303 (7-21-65)—A look at a German boarding school for girls holds interest—German-made; English titles—Seven Arts

MALE HUNT—C-92m.—Jean-Paul Belmondo, Catherine Deneuve—5291 (6-9-65)—Amusing import for art, specialty spots—French-made; English titles—Pathe Contemporary

MAN WHO COULDN'T WALK, THE—MD—63m.—Peter Reynolds, Eric Pohlmann, Pat Calvin—5264 (3-17-65)—Okay action entry for lower half—English-made; Taurus

MODEL MURDER CASE, THE—90m.—Ian Hendry, Ronald Fraser, Margaret Johnston—5264 (3-17-65)—Good mystery import—English-made—Cinema V

MOMENT OF TRUTH, THE—D—110m.—(TS; TC)—Miguel Mateo Miguelin, Linda Christian—5310 (8-18-65)—Interesting tale of the making of a bull fighter—Filmed abroad; English titles—Rizzoli

MONDO PAZZO—DOC-94m.—(TC)—Directed by Jacopetti—and prosperi 5251 (2-3-65)—Repelling successor to "Mondo Cane"—Filmed in various parts of the world—English narration—Rizzoli Films

MY BABY IS BLACK—D-80m.—Gordon Heath, Francoise Giret—5279 (4-28-65)—Tender miscegination romance—French-made; dubbed in English—American Dist.

MY WIFE'S HUSBAND—C-85m.—Fernandel, Bourvil, Claire Maurier—5255 (2-17-65)—Amusing import—French-made; English titles—Lopert

NEW ANGELS, THE—DOC D-94m.—Youth of Italy—5295 (6-23-65)—Interesting entry for art spots—Italian-made; English titles—Promenade

NOT ON YOUR LIFE—C-90m.—Nino Alberti, Emma Penella—5270 (3-31-65)—Cute import—Foreign-made; English titles—Pathe Contemporary

ONE WAY PENDULUM—C-90m.—Eric Sykes, Julia Foster, George Cole—5255 (2-17-65)—Fair import on the wacky side—English-made—Lopert

ONIBABA—D—104m.—(CS)—Nobuko Otowa, Jitsuko Yoshimura—5264 (3-17-65)—Strong, interesting import for adult art audiences—Japanese-made; English titles—Toho

OVER THERE—1914-1918—DOC—90m.—Conceived and directed by Jean Aurel—5265 (3-17-65)—Interesting documentary on World War I—French-made—Pathe Contemporary

RAPTURE—D—104m.—(CS)—Melvyn Douglas, Dean Stockwell, Patricia Gozzi—5310 (8-18-65)—Off-beat drama should hold interest in art spots—Filmed abroad—International Classics

RED DESERT—D-116m.—(TC)—Monica Vitti, Richard Harris—5255 (2-17-65)—Arty import—Italian-made; English titles—Rizzoli

RED LANTERNS—D-85m.—Jenny Karezi, Georges Foondas—5271 (3-31-65)—Lusty, interesting import for art spots—Greek made; English titles—Times

ROTTEN TO THE CORE—C-90m.—Anton Rodgers, Charlotte Rampling—5303 (7-21-65)—Amusing import—Cinema V—English-made

SAMSON VS THE GIANT KING—MD-91m.—(CS; EC)—Kirk Morris—5291 (6-9-65)—More unintentional chuckles than thrills—Italian-made; dubbed in English—John Alexander

7 DWARFS TO THE RESCUE, THE—NOV—84m.—Rosanna Podesta, Robert Risso—5265 (3-17-65)—Mild entry for the younger set—Italian-made; dubbed in English—Childhood Productions

SWEET AND SOUR—C-98m.—Simone Signoret, Jean-Paul Belmondo—5260 (3-3-65)—Cute, wacky import—French-made; English titles—Pathe Contemporary

SYMPHONY FOR A MASSACRE—D-115m.—Michael Auclair, Claude Dauphin—5295 (6-23-65)—Good import for art spots—Foreign-made—English titles—Seven Arts

TAXI FOR TOBRUK—D—90m.—(Dyaliscope)—Lino Ventura, Hardy Kreuger, Charles Azaavour—5265 (3-17-65)—Okay programmer for art or regulation spots—Filmed abroad; dubbed in English—Seven Arts

THANK HEAVEN FOR SMALL FAVORS—C—84m.—Bourvil—5265 (3-17-65)—Moderately amusing import—French-made; English titles—Int. Classics

WHITE VOICES—C-93m.—(TC)—Paolo Ferrari—5295—(6-23-65)—Off-beat subject should prove effective in art spots—Italian-made; English titles—Rizzoli

WHY BOTHER TO KNOCK—C-88-m.—(C; CS)—Elke Sommer, Richard Todd—5244 (12-30-64)—Fairly amusing comedy—Filmed abroad; spoken in English—Seven Arts

WOMAN IS A WOMAN, A—CD-80m.—(C)—Jean-Paul Belmondo, Anna Karina—5248 (1-20-65)—Weird import for special spots—French-made; English titles—Pathe Contemporary

YOLANTA—MU—82m.—(Magicolor)—Natalya Rudnaya—5265 (3-17-65)—Good operatic rendition for art spots—Russian-made; English titles—Artkino

THESE THEATRE-TESTED FORMS AVAILABLE TO MOTION PICTURE EXHIBITOR SUBSCRIBERS!

DATE BOOK FORMS:
. . . Pocket-Size-6 ring (3¾ x 6¾ in.) Dated full year supply $1.00
. . . Large Size-3 ring (9 x 12 in.) Undated 52 pages .... .50

SERVICE-KIT SYSTEM:
. . . Large Size complete set of: Date Book forms, Availability and Playoff Worksheets, Performance Record and Cut-Off sheets, Booking Calendar, Other Dividers 1.30
. . . Availability and Playoff Worksheets (9 x 12 in.) 10 pages .... .10
. . . Performance record and Cut-Off Sheets (9 x 12 in.) 20 pages .... .25

BINDERS, Plain:
. . . For Pocket-Size Date Book-6 ring. Soft leatherette. 1.30
. . . For Service-Kit System, Reviews, Service-Section. Stiff leatherette. 1.50

ZIPPER CASE BINDERS, Leather:
. . . 3-Ring, genuine cowhide. Tax incl. 6.00

BOXOFFICE STATEMENTS:
. . . Regular theatre. Padded in 50's and punched (5½ x 9 in.). Per Pad .... .30
. . . Drive-in theatre. Padded in 50's and punched (5½ x 9 in.). Per Pad .... .30

PROGRAM AND RUNNING TIME SCHEDULES:
. . . For regular and drive-in theatres. Padded in 50's. Per Pad .... .30

BOOKKEEPING SYSTEM—Book:
. . . At-A-Glance (copyright) for regular and drive-in theatres. Annual record (9 x 12 in.) 1.75

BUSINESS ANALYSIS SPREADSHEETS:
. . . Drive-in theatres only. Large sheets (11 x 16 in.) Set of 13 sheets .... .55

PAYROLL FORMS:
. . . Weekly for regular and drive-in. Folding flap (8½ x 11 in.). Set of 52 sheets 1.30

EMPLOYEE EARNINGS RECORD CARDS:
. . . Annual card for each employee (8½ x 11 in.). All deductions. Set of 12 cards .40

PETTY CASH CONTROL SYSTEM:
. . . Voucher pads, numbered consecutively. (3 x 5 in.) Per Pad .... .30
. . . Weekly envelopes for filing full week's transactions. Set of 50 .... .65

SERVICE MANUALS FOR TRAINING:
. . . Separate sections on regular and drive-in employees. Each .10

EXHIBITOR BOOK SHOP
317 N. Broad St.
Philadelphia, Pa. 19107

The Shorts Parade

1963-64 1964-65 Seasons

Buena Vista

WALT DISNEY CARTOONS (TECHNICOLOR) (REISSUES)

19301	Little Whirlwind
19302	The Whalers
19303	First Aiders
19304	Army Mascot
19305	Goofy Gymnastics
19306	Home Made Home
19307	Foul Hunting
19308	Timber
19309	Truant Officer Donald
19310	Golden Eggs
19311	Test Pilot Donald
19312	Lambert, The Sheepish Lion

SINGLE REEL CARTOONS (TECHNICOLOR)

101	How To Have An Accident At Work
123	The Litterbug
125	Aquamania

TWO REEL CARTOON SPECIALS (TECHNICOLOR)

097	Goliath II
102	Noah's Ark
119	Saga Of Windwagon Smith
112	Donald and The Wheel
139	A Symposium On Popular Songs

THREE REEL LIVE ACTION SPECIALS (TECHNICOLOR)

079	Japan
086	The Danube
099	Eyes In Outer Space
105	Islands Of The Sea
106	Mysteries Of The Deep
127	Bear Country (Re-issue)
131	Water Birds (Re-issue)

FEATURETTES (TECHNICOLOR)

094	Legend Of Sleepy Hollow (Re-issue)
114	Hound That Thought He Was A Raccoon
118	Horse With The Flying Tail

Columbia

ONE REEL COLOR SPECIALS

65651	(Sept.) Little Boy Bad
65652	(Feb.) The Ride

COLOR FEATURETTES

65441	(Sept.) Amazing New Zealand
65442	(Nov.) Wonders Of Miami Beach
65443	(Jan.) Fabulous California
65444	(June) Wonders Of Kentucky

LOOPY DE LOOP COLOR CARTOONS

65701	(Sept.) Trouble Bruin
65702	(Oct.) Bear Knuckles
65703	(Nov.) Habit Rabbit
65704	(Jan.) Horse Shoo
65705	(Mar.) Pork Chop Phoey
65706	(Apr.) Crow's Fete
65707	(June) Big Mouse Take

MR. MAGOO CARTOONS (Re-Issues)

65752	(Sept.) Magoo's Young Manhood
65752	(Oct.) Scoutmaster Magoo
65753	(Nov.) Ragtime Bear
65754	(Dec.) Explosive Mr. Magoo
65755	(Jan.) Spellbound Hound
65756	(Feb.) Magoo's Three Point Land'ng
65757	(Mar.) Rock Bound Magoo
65758	(Apr.) Magoo's Masquerade

COLOR FAVORITES CARTOONS (Re-Issues)

65601	(Sept.) Animal Cracker Circus
65602	(Oct.) Tooth Or Consequences
65603	(Nov.) Little Match Girl
65604	(Dec.) Man On The Flying Trapeze
65605	(Jan.) Glee Worms
65606	(Feb.) Fudget's Budget
65607	(Mar.) Lo The Poor Buffal
65608	(Apr.) Mountain Ears
65609	(May) Rocky Road To Ruin
65610	(June) Black-Board Review

TWO REELERS THE THREE STOOGES (Re-Issues)

65401	(Sept.) Hoofs and Goofs
65402	(Oct.) Muscle Up A Little Closer
65403	(Dec.) A Merry Mix-Up
65404	(Jan.) Space Ship Sappy
65405	(Feb.) Guns A Poppin'
65406	(Apr.) Horsing Around
65407	(May) Outer Space Jitters

WORLD OF SPORTS

65501	(Dec.) Champion Stunt Divers
65502	(Feb.) Skiing The Andes
65503	(Mar.) Thousand Island Aquarama
65504	(May) Winged Fury

SERIALS (Re-Issues)

65120	(Sept.) Perils Of The Wilderness
65140	(Dec.) The Iron Claw
65160	(Dec.) Adventures Of Captain Africa

Metro-Goldwyn-Mayer

TOM AND JERRY NEW COLOR CARTOONS

4575	Penthouse Mouse
4576	Much Ado About Mousing
4577	Snowbody Loves Me
4578	Cat Above and The Mouse Below
4579	Unshrinkable Jerry Mouse
4580	Tom-ic Energy

GOLD MEDAL REPRINTS IN METROCOLOR

6661-W	Old Rockin' Chair Tom
6662-W	Lucky Ducky
6663-W	Professor Tom
6664-W	Cat That Hated People
6665-W	Mouse Cleaning
6666-W	Goggle Fishing Bear
6667-W	Design On Jerry
6668-W	First Bad Man
6669-W	Smarty Cat
6670-W	Deputy Droopy
6671-W	Pecos Pest
6672-W	Cell Bound

Paramount

COLOR FEATURETTE

AA22-1	Sportarama

HIGH TOPPER

T22-1	Thin Along
T22-2	Isles Of The Sun
T22-3	Melody For Machines
T22-4	The World Starts Next Door
T22-5	Beauties Of Scandanavia
T23-1	Fascinating Finland
T23-2	Mayflower, U.S.A.
T23-3	Commuting For Adventure

NOVELTOONS

P23-1	Gramps To The Rescue
P23-2	Hobo's Holiday
P23-3	Hound For Pound
P23-4	Sheepish Wolf
P23-5	Hiccup Hound
P23-6	Whiz Quiz Kid

MODERN MADCAPS

M23-1	Happy Harry
M23-2	Tell Me A Badtime Story
M23-3	Pig's Feat
M23-4	Sour Gripes
M23-5	Goodie Good Deed
M23-6	Muggy-Doo Boy Cat

POPEYE CHAMPIONS

E23-1	Beach Peach
E23-2	Jitterbug Jive
E23-3	Popeye Makes A Movie
E-23-4	Fly's Last Flight
E23-5	How Green Is My Spinach?
E23-6	Gym Jam

COMIC KING

C22-1	Et Tu Otto
C22-2	A Tree Is A Tree Is A Tree
C22-3	The Method and Maw
C22-4	Take Me To Your Gen'rul
C22-5	Keeping Up With Krazy
C22-6	Mouse Blanche
C23-1	Panhandling On Madison Avenue
C-23-2	Fizzicle Fizzle
C23-3	Sailing Zero
C23-4	Fix That Clock
C23-5	A Friend In Tweed
C23-6	The Once Over
C23-7	Service With A Smile
C23-8	Call Me A Taxi
C23-9	Highway Slobbery

SPECIAL

B23-1	Jamboree At Marathon
B23-2	Wyoming Snapshot

SPORTS IN ACTION

D23-1	Festival Of The Bulls
D23-2	Sky Divers
D23-3	Speed On Ice
D23-4	Best In Show
D23-5	On The Bounce

20th Century-Fox

TERRYTOONS (2D ALL PURPOSE; DELUXE COLOR)

5401	(Jan.) Roc-A-Bye Sinbad
5402	(Feb.) The Red Tarctor
5403	(Mar.) Brother From Outer Space
5405	(Apr.) King Rounder
5406	(May) Short Term Sheriff
5407	(June) The Kisser Plant
5411	(July) Adventure By The Sea
5408	(Aug.) Oil Thru The Day
5409	(Sept.) Outer Galaxy Gazette
5410	(Oct.) The Gold Dust Bandit
5404	(Nov.) Search For Misery
5412	(Dec.) Molecular Mixup

United Artists

PINK PANTHER COLOR CARTOONS

6551	(Dec.) Pink Phink
6552	(Feb.) Pink Pajamas
6553	(Mar.) We Give Pink Stamps
6554	Dial 'P' for Pink
6555	Sink Pink
6556	Pickled Pink
6557	Pink Ice
6558	Shocking Pink
6559	Pinkfinger
6560	Pinktail Fly
6561	Reel Pink
6562	An Ounce Of Pink
6563	Pink Panzer
6561	Pink Panzer

SPECIALS

6480	Chagall (3 reels)
6470	Beatles Come To Town
6471	This Is Jordan (3 reels)
6472	Dave Clark Five

Universal

TWO REEL SUPER SPECIALS

4501	(Jan.) Bigtown Village
4502	(Mar.) Casey At The Met(s)

SPECIALS

4504	(Dec.) Football Highlights Of 1964
4505	(Feb.) Yesterday's Big Story

COLOR ADVENTURES (One Reel)

4571	(Jan.) Keep America Singing
4572	(Feb.) Flying Fisherman
4573	(Mar.) Peewee Leaguers
4574	(Apr.) The Great River
4575	(May) Aquacapers

WALTER LANTZ COLOR CARTUNES

4511	(Jan.) Three Little Woodpeckers (WW)
4512	(Jan.) Case Of The Elephant's Trunk
4513	(Feb.) Woodpecker Wanted (WW)
4514	(Feb.) Fractured Friendship
4515	(Mar.) Birds Of A Feather (WW)
4516	(Mar.) Guest Who?
4517	(Apr.) Canned Dog Feud (WW)
4518	(Apr.) Half Baked Alaska
4519	(May) Janie Get Your Gun (WW)
4520	(May) Davey Cricket
4521	(June) Siox Me (WW)
4522	(June) Pesty Guest
4523	(July) What's Peckin' (WW)

Warner Bros.

MERRIE MELODIES-LOONEY TUNES TECHNICOLOR CARTOONS

3701	(Oct.) Panchos Hideaway
3702	(Dec.) Road To Andalay
3703	(Jan.) It's Nice To Have A Mouse Around The House
3704	(Jan.) Cats And Bruises
3705	(Feb.) The Wild Chase
3706	(Mar.) Moby Duck
3707	(Apr.) Assult and Peppered
3708	(May) Well Worn Daffy
3709	(June) Corn on the Cop
3710	(June) Suppressed Duck
3711	(July) Rushing Roulette
3712	(Aug.) Run, Run Sweet Roadrunner
3713	(Aug.) Tease For Two
3711	(July) Rushing Roulette
3712	(Aug.) Run Run Sweet Roadrunner
3713	(Aug.) Tease For Two

BUGS BUNNY SPECIALS

2721	(10-19-63) Mad As A Mars Hare
2722	(1-18-64) Dumb Patrol
2723	(Mar.) Dr. Devil And Mr. Hare
2724	(July) False Hare

BLUE RIBBON HIT PARADES TECHNICOLOR (REISSUES)

3301	(Sept.) Heir Conditioned
3302	(Sept.) Broom Stick Bunny
3303	(Oct.) Rocket By Baby
3304	(Nov.) Tree Cornered Tweety
3305	(Dec) Heaven Scent
3306	(Jan.) Rabbitson Crusoe
3307	(Jan.) Too Hop To Handle
3308	(Mar.) Zoom And Bored
3309	(Apr.) The Hole Idea
3310	(May) Napoleon Bunny-Part
3311	(June) By Word of Mouse
3312	(July) Half Fare Hare
3313	(Aug.) Unexpected Pest
3313	(Aug.) Unexpected Pest

WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR) TWO-REELERS

3001	(Sept.) Where Winter Is King
3002	(Apr.) Gone Fishin'
3003	(May) Under The Little Big Top
3004	(July) Winter Paradise

WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR) (REISSUES) ONE-REEL

3501	(Nov.) Riviera Revelries
3502	(Feb.) Football Royal
3503	(Mar.) Rodeo Roundup
3504	(May) Art of Archery
3505	(June) Cowboy's Holiday
3506	(Aug.) Italian Holiday
3506	(Aug.) Italian Holiday

CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum words. No cuts or borders. **4 consecutive** insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (See "A-Man" CORNER on this page for Help and Situations Wanted advertising.)

BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO $3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36. N. Y.

EQUIPMENT WANTED

WANTED: In-car heaters for Drive-In. Advise type, condition and cost. P.O. BOX 9811, Rochester, N. Y. 14623.

WANTED: Booth Equipment, Projectors—Simplex XL, Supers & E-7; Soundheads—Simplex XL, RCA 9030 and 9050; Lamps—Magnarc, Ashcraft or Excelite 100 or 135 amp. HARRY MELCHER ENTERPRISES, 3238 West Fond du Lac Ave., Milwaukee, Wisconsin 53210. Phone: 442-5020.

FORMS AND SYSTEMS

EXHIBITOR BOOK SHOP, 317 N. Broad St., Philadelphia, Pa. 19107.

NEW EQUIPMENT

INDESTRUCTIBLE MASONITE MARQUEE LETTERS, interchangeable all makes. 4"-50c, 6"-65c, 8"-75c, 10"-90c, 12"-$1.05, 16"-$1.75, 17"-$2.00, 24"-$3.00. Non-sliding spring 10c additional. 10% discount 100 letters assorted or over $60.00 list. Free sample! S.O.S., 387 Park Ave., South, New York 10016.

50% BRIGHTER PICTURES WITH NEW SCREENS—Mattewhite, only 57¢ square foot; Mattewhite Lenticular or Pearglo, 89¢ square foot. SAMPLES FREE! S.O.S., 387 Park Avenue, South, New York 10016.

PROGRAMS

LET US SELL your coming pictures with our new Imperial Program or our Jet Folder. We have other printed products so low priced you will be amazed. Send your title and dates to "FEPCO" FILM EXHIBITORS PRINTING COMPANY, Box 795, Omaha, Nebraska.

SPEAKER CONES

DRIVE-IN SPEAKERS RECONED 90¢ EACH. All weather resistant material. Write for free sample. C & M RECONE COMPANY, 11 Witherspoon Street, Princeton, New Jersey.

THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY, INC., 100 Taylor Street, Nashville 8. Tennessee.

SPECIALISTS IN REBUILDING CHAIRS. Best workmanship, reasonable prices. Have men, will travel. Rebuilt theatre chairs for sale. NEVA BURN PRODUCTS CORP., 262 South St., N. Y. C.

THEATRES FOR SALE OR LEASE

THEATRE FOR RENT in Trenton, N. J., two blocks from the center of town. Air conditioned, thermostatic heat, complete with cinemascope lenses. Capacity 400. Theatre ready to open. Booth equipped and ready to go. If interested, please call or write: MR. AARON COOPER, c/o Star Theatre, 1205 N. 3rd St., Harrisburg, Pa. Phone: 717-232-6011.

VICINITY Front and Lehigh Avenues, Philadelphia. Ready to open. Seats 700. Air Conditioned, fully equipped. Write TOM JOYCE, 100 West Lehigh Ave., Philadelphia, Pa. 19133. Telephone 215-GA 5-3800.

THEATRES FOR SALE

300-CAR DRIVE-IN THEATRE complete. East Central Indiana, $17,500 full price, $5,000 will handle. TOM MATTOX, Realtor, 123 E. First St., Rushville, Indiana. Phone 932-2444.

SEQUOYAH AND SOONER Drive-In Theatres in fast growing Sallisaw, Okla. Bargain Terms. EARL PHILLIPS, Sallisaw.

WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you* are looking for a job . . . or IF you* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in thereee consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new **EMPLOYMENT SERVICE** is available to **ALL** theatres without reservation. It is not necessary to subscribe to **MOTION PICTURE EXHIBITOR** to avail yourself of this service. No other industry trade paper offers ité And it is completely **FREE!**

***A (WO) MAN** is also welcome . . . but in this preponderantly male business, she should specify her sex.

PROJECTIONIST AVAILABLE. Five years experience, non-union man. Prefer job in South Carolina if possible, but would accept in another state with right man. **ARTHUR T. WAGSTAFF, 321 St. James, Georgetown, S. C.** (915)

VERSATILE and highly imaginative communications media graduate seeks a challenging career that rewards innovtion with advancement. Wide public contact experience. Veteran, will relocate. Good references. **BOX D91, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

PROJECTIONIST & MANAGER position desired in New England states. Free to leave immediately. Fully experienced in all phases of your theatre. No loafer, young, sober and dependable. **BOX A91, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

FATHER-SON TEAM, father highly qualified showman-strong promotion, maintenance, seeking independent or small circuit position, could supervise theatres operation with advertising, promotion, or handle management. Son, A-1 projectionist. Will relocate for worthwhile situation. **BOX A825, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

GENERAL MANAGER, Buyer, booker, promotion manager (one person) for small art house circuit, Southern California. **BOX B91, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

JOB WANTED as assistant manager. Prefer first run hard top, family or art type theatre. Good worker, anxious to please. **BOX C91, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

VIRGINIA CHAIN needs theatre manager, conventional or drive-in. Send full information and phone number to **BOX A915, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

WANTED: Seasoned manager. Sober, reliable, able make friends for business. Must know advertising, maintenance, concessions. Manage hard-top, supervise drive-in as City Mgr. Midwestern city. Good salary—excellent opportunity progressive, fast growing company. **BOX B915, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

SHOWMEN WANTED! Experienced drive-in and indoor managers and assistant managers. Openings available for Phila. exchange area. All benefits including fully paid retirement and insurance. Replies confidential. **BOX C915, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

ASST. MANAGER-MANAGER available. Have experience with large west coast chain. 26, single, can run booth. Would like to relocate with up and coming small circuit. **BOX D915, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

PROJECTIONIST WANTED. Full time, year-round position. State education, experience, references and salary expected in first letter. **LYON THEATRE CIRCUIT, Franklin, Va. 23851.** (915)

AUDIENCES ARE IMPORTANT! Are they important to you? Ambitious college graduate seeking chain position advertising, public relations, other management field. Unusual showmanship abilities. Experienced all advertising fields. **BOX E91, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

Address all Correspondence to— ***The A—MAN Corner*** **Motion Picture Exhibitor**
317 N. Broad St., Phila., Pa. 19107

MOVING?
ADDRESS CHANGING?

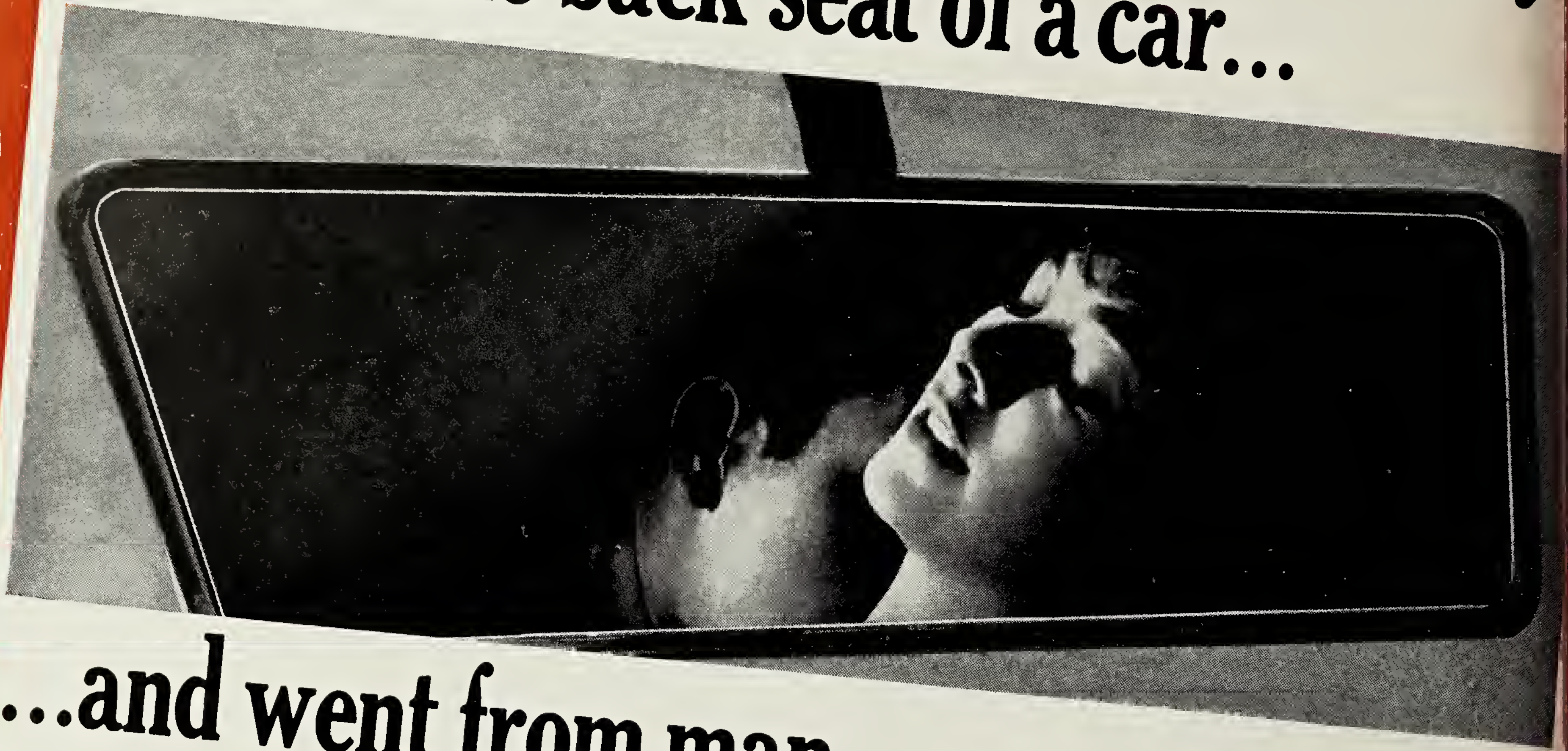
You won't miss your weekly copy of MOTION PICTURE EXHIBITOR if you are changing your address, or if the Post Office insists on delivering only to a box number, *providing you let us know the new mailing address three weeks in advance of the change.* Send us your new, correct mailing address with the address portion of the wrapper or envelope bringing you your copy. And please include your Zip Code!

Please notify:

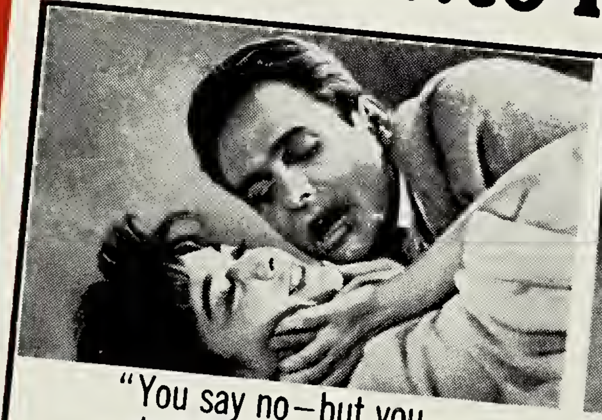
MOTION PICTURE EXHIBITOR
CIRCULATION DEPARTMENT
317 N. Broad St., Phila., Pa. 19107

The John O'Hara
ire blazed in
Butterfield 8"...
From The
Terrace" and
Ten North
Frederick"...

The story of Grace Caldwell Tate really began in the back seat of a car...



...and went from man... to man...to man...



"You say no—but you don't always mean no!"

"I didn't love them...I just couldn't help myself!"

"My husband admitted it ... with you!"

NOW *THE FIRE THAT RAGED IN HIS MOST DARING BEST SELLER -ABOUT THE PEOPLE WHO LOVE ON THE RIGHT SIDE OF THE TRACKS- COMES TO THE SCREEN IN ALL ITS BOLDNESS!*

THE MIRISCH CORPORATION PRESENTS **JOHN O'HARA'S**

"A RAGE TO LIVE"

IT DARES TO
PROBE A WOMAN'S
INTIMATE DESIRE!

Starring
SUZANNE PLESHETTE BRADFORD DILLMAN
AND
BEN GAZZARA as ROGER BANNON

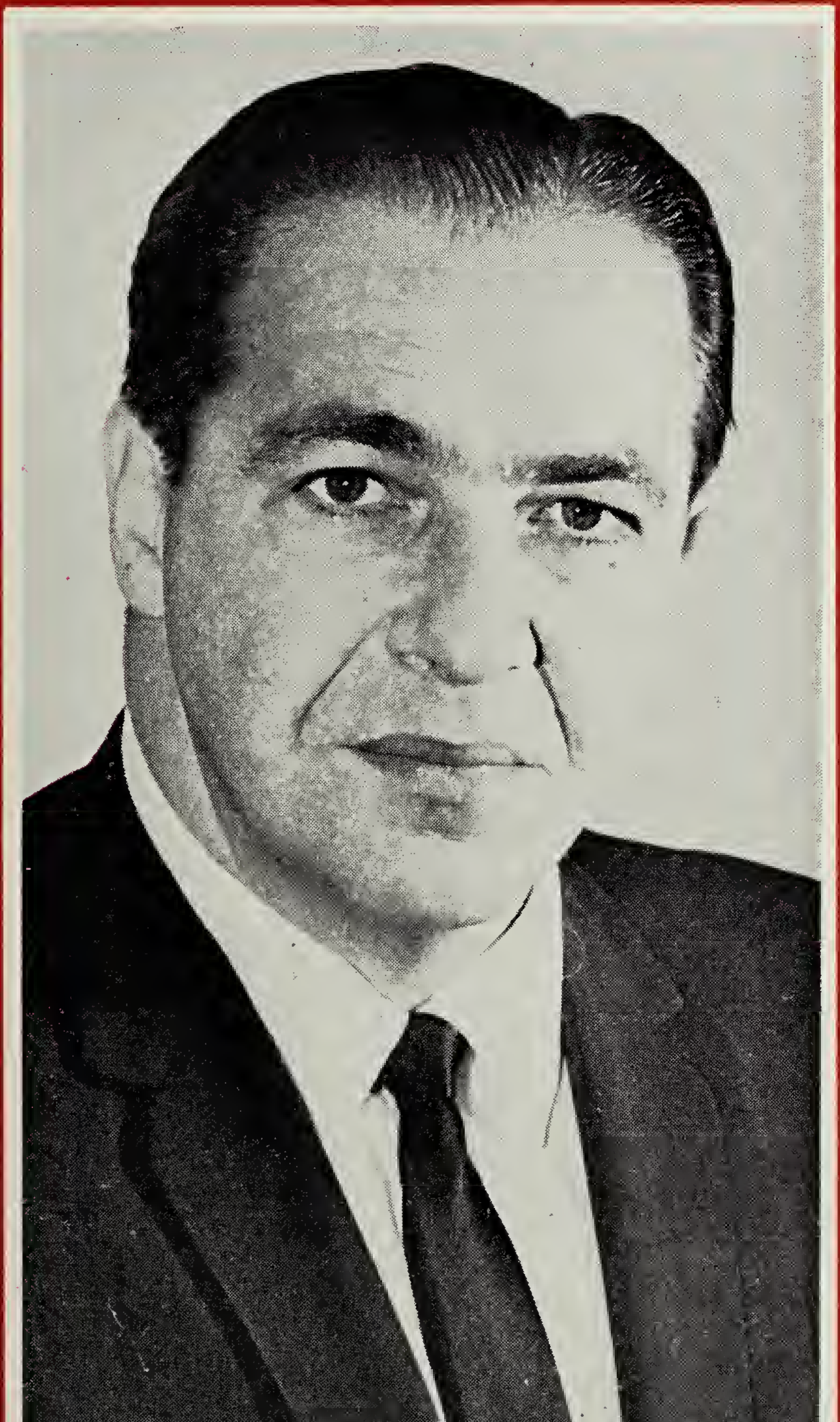
Produced by LEWIS J. RACHMIL Screenplay by JOHN T. KEL
Directed by WALTER GRAUMAN Music by NELSON RIDDLE
"RAGE TO LIVE" theme composed and played by FERRANTE and TEICHER
PANAVISION®

THRU
UA

MOTION PICTURE
EXHIBITOR

SEPTEMBER 22, 1965 Volume 74 Number 8

IN THREE SECTIONS · THIS IS SECTION ONE



Product Shortage For New Theatres

(See Page 5)

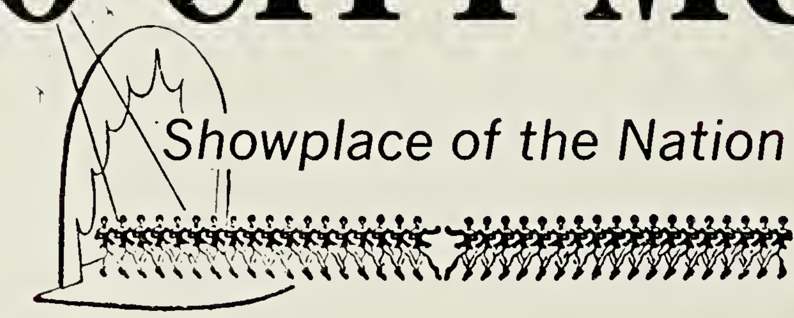
Dallas Embroiled In Censor Fight

(See Page 7)

Norman Weitman has been named general sales manager for Continental, film distribution division of Walter Reade-Sterling, Inc., making him the youngest such executive in the motion picture industry.

A STRANGE COMPULSION . . . *see editorial—page 3*

THE
Christmas
ATTRACTION
at
RADIO CITY MUSIC HAL



WALT DISNEY'S

most hilarious comedy

THAT DARN CAT

STARRING

HAYLEY **MILLS** · DEAN **JONES** · DOROTHY **PROVINE** · RODDY **McDOWALL** · NEVILLE **BRAND**

Co-starring ELSA **LANCHESTER** · WILLIAM **DEMAREST** · FRANK **GORSHIN** · and **ED WYNN**

Screenplay by THE GORDONS and BILL WALSH · Based on the book "Undercover Cat" by THE GORDONS

Co-producers BILL WALSH · RON MILLER · Directed by ROBERT STEVENSON.

Opening at selected theatres throughout the country on DEC. 25th

TECHNICOLOR®

Released by BUENA VISTA Distribution Co., Inc. · ©1965 Walt Disney Prod

...and EVERYWHERE in Januar

The Trade Paper Read by Choice—Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019, West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.: Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecoff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: $2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, $5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WAlnut 2-1860.

Member Audit Bureau of Circulations

MOTION PICTURE
EXHIBITOR
The Showmen's Tradereview

Volume 74 • No. 8 September 22, 1965 OUR 47th YEAR

A STRANGE COMPULSION

WHAT IS THE STRANGE COMPULSION that prompts exhibitors to cut their own throats? Consider the history of drive-in theatres and playoff patterns. Orginally, drive-ins operated on last-run, double feature policies, with no admission charge for children, many playing five features at holidays, and charging $1.00 per car load at times.

Now these outdoor showplaces have grown up. They are no longer derided as "passion pits." Instead, they have become entertainment centers for family audiences. They are better policed and constructed on a lavish scale.

Despite the short drive-in season in many areas, pictures are now being played first-run or day and date with top indoor houses. This has been accomplished despite the impossibility of matinee performances and with a continuing practice of no charge for children.

No one denies the importance of drive-ins, and their growth and development could be a positive influence on the industry. *However, the common practice of double-billing two blockbusters can only hurt all exhibition.*

Downtown theatres as a rule play single feature programs. Yet when one sees a program like "THE SANDPIPER" and "THE SONS OF KATIE ELDER" (only one example among many) at a drive-in, one can't help but wonder about the film rentals involved. There is no doubt in anyone's mind that the same percentage is not being charged drive-ins for such a bill as is being charged indoor theatres playing the same features on a single policy. Another gimmick that smacks of favoritism is to allow a set figure for deduction to pay for the second feature.

It's not good business for any distributor to close his eyes for a few "fast bucks." Allowing deductions for a second feature on a blockbuster is merely inviting future difficulties. It is an unfair practice to play two blockbusters together. Someone has to recognize that some restraint is necessary.

As such practices spread, what can the future be for the conventional first-run theatre that made it possible for the industry to arrive at this point?

We believe that the future will be very dark indeed unless such unfair policies are reversed. A careful check indicates many first-run theatres are even now considering closing their doors.

If these grasping, unrealistic methods continue, the only winners will be television and the other entertainment media competing with theatres for the public's amusement dollars.

"SEE NO EVIL . . ."

THE MOTION PICTURE INDUSTRY consent decree was designed to solve pressing problems and to correct a pattern of unfairness. Now, many years later, it seems clear that the medicine has been as bad as the disease. The old problems remain, and many new ones have been added. The independent exhibitor's lot hasn't really improved at all.

It is ironical that while the decree has not done any of the things it set out to do, it has made the industry in many respects the servant of the government. The affected circuits must seek government approval of any expansion moves, but the government shows more and more clearly that it has little or no understanding of the real problems faced by exhibitors or distributors.

Much is made of the new theatres being built (almost all in suburban shopping centers), but little notice is taken of the many theatres that continue to close in the face of trade practices that force them out of business.

In a recent issue, we described the situation in Pittsburgh, where the past 10 years saw 52 theatres closing forever while only 13 new ones were built. We have asked whether any distributor would be willing to invest his own money in the building of a theatre under conditions of competitive bidding as currently practiced. We ask the same question of government officials and Justice Department lawyers who refuse to take any constructive action on exhibitor complaints.

How can first run theatres in expensive downtown locations be forced into an unnatural competition with cheap outmoded theatres in neighborhood areas? As playoff and clearance patterns are destroyed and chaos and confusion take their place, the industry as a whole suffers—if not now, then in the near future.

What sensible businessman would be interested in investing his money and bidding for product when he knows he must pay 50-60-70 per cent of the gross with no way of knowing the potential? Certainly, he would consider such an investment impractical and unbusinesslike.

We recently witnessed the sale of a good picture at 70 per cent for the first two weeks and 60 per cent for the next two weeks, with "no look." The picture flopped, and the exhibitor in question took a real beating. At this point, the distributor lowered his "sights" for subsequent runs, offering the film at 50 per cent, with a "look." There were very few takers.

It would make a lot more sense if pictures were sold fairly from their first-run to their last. Distributors would probably benefit from the practice as much as exhibitors, but that is probably asking too much.

These are the problems that are vitally affecting the industry, but the federal agencies refuse to consider them. There is currently a great deal of talk about the government subsidizing rents for low income families. That is a fine idea, and maybe that's the answer for theatremen, too. If everyone becomes a federal boarder, then all problems will be solved.

Serving the Reader First—Which Serves the Advertiser Best

NEWS CAPSULES

FILM FAMILY ALBUM

Arrivals

Michael Anthony was born in London to **Caroline and Kenneth Hyman.** Kenneth is the son of **Eliot Hyman**, producer of "The Hill" and other motion pictures.

Harold Rand, Embassy Pictures director of world publicity, and his wife **Lillian**, are the parents of a second child, a girl, **Victoria Elana**, born Sept. 9 at Mt. Sinai Hospital, New York

Gold Bands

United Artists assistant general sales manager **Al Fitter** and **Miss Marie Tullo** will be married on Sept. 25 at the Church of the Holy Trinity in Fort Lee, N. J. Miss Tullo is executive secretary to UA vice-president **James R. Velde.**

Arthur Friedman, salesman in the United Artists Boston exchange, was married to **Susan Weiss** in Falmouth, Mass.

Diamond Rings

Alex Arnswalder, 20th Century-Fox New York branch manager, and **Mrs. Arnswalder**, announce the engagement of their daughter, **Margery**, to **Howard Ratner**, of the ABC-TV spot sales research department.

Mr. and Mrs. Joseph Boneparth announce the engagement of their daughter, **Ellen Susan**, to **Laurence Edward Levine**, son of **Mr. and Mrs. Martin Levine** of New York and grandson of **Mrs. William Brandt** and the late **William Brandt**, of Brandt Theatres.

Obituaries

Samuel Bedell Landrum, 54, vice-president and general manager, Jefferson Amusement Company, and director and general manager, East Texas Theatres, Inc., died in Saint Elizabeth Hospital at Beaumont, Texas. He had been ill several months. Survivors include his wife, two daughters, and a son.

R. N. "Bob" Smith, 71, former owner of a Texas theatre circuit, who served as vice-president of Texas Theatre Owners, one of the state's exhibitor organizations which preceded the present Texas Drive-In Theatre Owners Association, died at the Mission Municipal Hospital, Mission, Texas. Survivors include his wife, a son, two sisters, and several grandchildren.

COMPO Tax Survey

NEW YORK—A compilation of state and local motion picture admission taxes is being distributed to exhibitors by COMPO. The compilation is contained in a 42 page booklet.

Charles E. McCarthy, executive vice-president of COMPO, explained that the compilation was made to help exhibitors combat efforts in their state legislatures to enact state admission taxes. If a sales tax seems inevitable, then exhibitors should work to see that their legislature preempts to the state all sales taxing powers and does not permit local communities to take over this taxing authority.

FORMS FOR THIS PAGE CLOSED AT 5 P.M. ON MON., SEPT. 20

Exhibs Rally To Support Para's Management Team

NEW YORK—Disturbed by recent developments that threatened to disrupt the business of Paramount Pictures Corporation and cause a serious strain on the entire motion picture industry, a group of individual stockholders and motion picture theatre owners are organizing a Stockholders and Customers Protective Committee, it was announced by Sumner M. Redstone, president of Theatre Owners of America.

A full committee, of which Redstone will be chairman, is now being formed and will be made up of theatre owners from throughout the country as well as individual stockholders of Paramount.

The creation of the committee, Redstone stated, is a manifestation of the confidence of the stock holders and thousands of theatre owners and operators in the experience and ability of the present Paramount management.

Redstone said that "the nation's motion picture exhibitors are united behind Paramount and its leaders, most of whom have dedicated their entire careers to the company and the motion picture industry. Paramount's president, George Weltner, has been with the company for more than 40 years, and, as his predecessor, now chairman of the board Barney Balaban, has had vast experience in every area of production. distribution and management, and has played a significant role in guiding Paramount to its present high level of achievement.

"While motion picture exhibitors have—as might be expected—not always agreed with Paramount sales and distribution policies, the fact is that Paramount, since its inception, has been one of the most reliable, experienced and important suppliers of quality motion picture entertainment. There is a serious shortage of quality motion pictures in today's market. Any action that causes one major company to become ineffective can result in economic disaster among the nation's 17,000 theatres. It is essential to the well-being of the entire motion picture industry and to the company's loyal shareholders that Paramount Pictures should be able to continue uninterruptedly the important production and distribution program on which the present management is engaged."

In view of the general shortage of quality motion pictures, Redstone stated that market conditions are now ideal for Paramount to devote its full resources to its major business —the production and distribution of quality motion pictures for the theatres of the world —a task for which the present management team is well qualified. Redstone emphasized that Paramount is a stable, highly respected company which has an enviable record in its relations with stockholders and theatre owners. He pointed out, for example, that Paramount has uninterruptedly paid stockholders more than $60,000,000 in dividends since the inception of the present company and has had an outstanding reputation for more than 50 years as one of the principal suppliers of motion pictures for the theatres of the world.

NEXT WEEK

Laurel Awards

1965 Edition

BROADWAY GROSSES

News Blackout Dims Grosses

NEW YORK—With only three newcomers, the newspaper strike, and the back to school movement, most of the Broadway first-runs reported cuts in their grosses.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"THE GREAT RACE" (Warners). Radio City Music Hall, with usual stage show, reported $126,000 for Thursday through Sunday, with the first week sure to top a sensational $205,000.

.."**THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES**" (20th-Fox). DeMille stated the 14th week was $28,000 for 10 shows.

"THE SOUND OF MUSIC" (20th-Fox). Rivoli claimed the 29th week as $46,000 for 10 shows.

"THE REWARD" (20th-Fox). Loew's Capitol did $15,000 on the opening week.

"THE SABOTEUR" ("MORITURI") (20th-Fox). Loew's State claimed $25,000 for the fourth week.

"BILLIE" (United Artists). Astor did $12,000 in the first week.

"SHIP OF FOOLS" (Columbia). Victoria had $23,000 for the eighth week.

"THE GREATEST STORY EVER TOLD" (UA). Warner Cinerama claimed $18,385 for the 31st week.

"MY FAIR LADY" (Warners). Criterion, with road show policy, reported $39,000 for the 48th week, which reverted to 10 shows a week policy.

Allied To Fete Stewart

DETROIT—The nation's theatre owners will honor actor James Stewart for his dedicated contributions to the motion picture industry and the world of entertainment, Jack Armstrong, president of Allied States Association of Motion Picture Exhibitors, announced.

Stewart will receive the coveted sterling silver "Distinguished Actor Award" on Oct. 14 as the highlight of the convention banquet in the Grand Ballroom of the Penn-Sheraton Hotel, Pittsburgh.

New Theatres Require More Films

J.M. Schine Purchases Holdings Of Late Brother

ALBANY—Another chapter in the fast moving story on Schine Enterprises, Inc., and the Schine empire of theatres, hotels, land holdings, a radio station in Albany, and a community antenna television system at Massena, was written when J. Myer Schine purchased the holdings of his nephew, Donald G. Schine, son of the late Louis W. Schine.

The transaction, reported via the grapevine to Albany, was said to have been followed by Donald Schine's departure from the command post in the Gloversville home offices. Before leaving, he wrote a letter to the managers of approximately 60 Schine movie houses thanking them for loyal services, according to reports reaching here.

Charles Horwitz, director of Schine Circuit personnel, temporarily succeeded Donald Schine in the direction of the theatres, it was said. Donald Schine, vice-president, had been doubling as general manager of the Schine chain since Seymour Evans resigned last June to join a circuit at Boston as advertising, promotion, and publicity chief. Evans held a similar post with Schine before advancement when Bernie Diamond resigned to affiliate with Loew's Theatres.

The interests of the L. W. Schine family in the far-flung Schine operations are believed to be substantial, although probably less than 50 per cent. They stemmed from Louis Schine's partnership with his older brother in the opening of the first Schine theatre, the old Hippodrome, Gloversville, more than 40 years ago. Born in Latvia, they acquired an upstairs roller skating rink and converted it into a theatre. Several years ago, this was demolished, and the site was presented by the J. M. and L. W. Schine families to a Gloversville congregation for a new synagogue and school.

It is thought that J. Myer retained ownership of the Glove, Schine first-run, for sentimental reasons in the recent agreement for sale of the Schine empire to Reality Equities Corp., New York City, for about $75,000,000.

"Fu Manchu" Press Kit

NEW YORK—The post-production phase of an intensive publicity campaign for Seven Arts Pictures' "The Face of Fu Manchu," set for national release in mid-October and November, has been launched with the preparation of a massive press kit covering all aspects of the Technicolor thriller.

One of the most extensive advance manuals ever prepared for a new film, the kit will be serviced immediately to more than 2,000 members of press, radio and tv, exhibitors, and opinion-makers. The contents of the four-color book includes more than 60 pages of copy, five photo layouts, production information, a synopsis of the story, brief biographies of the principals, and other pertinent production information.

Also included in the over-sized kit is an 11 x 14 caricature depicting the evil genius, Dr. Fu Manchu, casting his spell of terror around the world.

Richard D. Zanuck, vice-president in charge of production at 20th Century-Fox, recently broke ground for the first of four new sound stages being built at the Westwood studio. Ann-Margret, one of the stars of the studio's forthcoming "Stagecoach," enhances the beauty of the area.

Loew's Announces Plans For Columbus, O., Theatre

NEW YORK—Loew's Theatres and the Metropolitan Development Co., Inc., jointly announced the signing of a lease for construction of a new theatre—subject to the customary approvals—in the Woodward Park West Development on the north side of Morse Road between the freeway and Maize Road in Columbus, Ohio.

The lease was negotiated by the theatre circuit's chief executives, Arthur M. Tolchin and Bernard Myerson, and by William Hadler, president of the Metropolitan Development Co., Inc., 17 South High Street, Columbus.

In keeping with the nature of the area, the new theatre will represent the ultimate in luxury, seat approximately 1200 patrons in rocking chair comfort, provide acres of free parking, and will be equipped to show all film from standard 35mm to 70mm, including Cinerama. It will also boast a 10-track multi-channel, transistorized sound system with "surround" speakers to insure high-fidelity sterephonic reproduction.

Obscenity Study Sought

WASHINGTON, D. C.—The Justice Department in effect joined the American Civil Liberties Union in asking a delay in setting up a proposed commission on obscenity until studies can be made on what obscenity actually is and what its effects are.

The Justice Department added that it was talking with the Department of Health, Education, and Welfare about making such a study.

Yellen Joins Childhood

NEW YORK—Howard Yellen, formerly in the sales department of Columbia Pictures Corporation, has joined Childhood Productions, Inc., as assistant general sales manager. Yellen was with Columbia for 17 years.

Redstone At Md. Meeting; Product Shortage Seen Greatest Danger, Forcing Theatres Into Blind Bids

GAITHERSBURG, MD.—In his address to the Maryland Theatre Owners Association at their fifth annual convention, Sumner Redstone, president, Theatre Owners of America, said, "The construction of new theatres when the supply of films is inadequate for even the existing theatres will mean disaster not only for exhibitors, but also for distributors."

He further asserted that the alleged short supply of pictures has caused exhibitors to bid for the available product on a blind basis.

He said, "I have pondered many times the nature of the basic economic forces which have brought our industry to the state of turmoil with which we are now confronted. I have found that theatremen have been reduced to the state where we are willing to gamble thousands, perhaps hundreds of thousands, on pictures which we have not seen, which have not been completed, and in some instances on which production has not even started. Do you think exhibitors would gamble fortunes on pictures which have not been seen if there were an adequate supply for all?"

Margaret Twyman, head, Motion Picture Association of America's Community Relations Department, addressed the convention on censorship.

Melvin L. Gold, general sales manager, National Screen Service Corporation, was guest speaker at another convention session.

In stressing the need for greater local-level showmanship in the industry today, and in explaining NSS's vast expansion in the area of research and development of new showmanship aids, Gold pointed out the necessity of theatremen and the industry as a whole exerting their greatest efforts in the coming season.

Gold made reference to the recent nationwide merchandising campaign that the television industry used to inaugurate their new fall season and pointed out that the tv industry had used "every trick in the book," from trailers to spot announcements; to national advertising; to production trailers; to special sections in local newspapers at every level.

He further stated that only real showmanship efforts concentrated to bring the motion picture theatre and its attraction into public focus and an all-out saturation on the part of production, distribution and exhibition could make the coming motion picture season as great as it should be.

Douglas Connellee, Elk, Elkton, Md., was elected president; T. T. Bogel, Bengies Drive-In, Baltimore, and Herman Kopf, Wicomico, Salisbury, were named vice-presidents, with a third vice-president to be named later; William G. Myers, Pocomoke Drive-In, Pocomoke City, was named treasurer; and Abel Caplan, West Ways, Baltimore, was named secretary.

John Broumas, Broumas Theatres, is retiring board chairman and ex-president George Brehm, West View Cinema, Baltimore, becomes chairman of the board. A reception and banquet honoring A. Julian Brylawski on his 50th anniversary in the industry concluded the convention.

Para. Dissident Directors File Suit As Legal Battle Continues

NEW YORK—Two dissident directors of Paramount Pictures Corp. asked the Federal Court here to prevent the company from interfering with them in performing their duties.

Herbert J. Siegel and Ernest H. Martin, in papers filed with the court, claimed they are being denied information as to what the movie company is doing and that they haven't been allowed to attend meetings of the key executive committee from which the two were expelled by management last month. The two dissidents control nearly nine per cent of the Paramount stock.

The insurgents asked the court to prevent the company from signing a proposed agreement with Seven Arts Productions, Ltd., an independent film company, and Ray Stark, Seven Arts executive vice-president.

The dissidents claimed that the Paramount directors at a special meeting May 20 agreed to give Seven Arts the television rights, worth an estimated four million dollars, in 10 Paramount films; also, Paramount was to be obliged to buy from Ray Stark 100,000 shares of his Seven Arts stock for $1,500,000. Paramount was also to assume $1,000,000 of Seven Arts overhead expense as well as a substantial amount of its other obligations.

The suit filed by Siegel and Martin also demanded that the court cancel an alleged agreement by Paramount directors to indemnify George Weltner, Paramount president, for any possible fraud claims resulting from a statement attributed to him earlier this year about Paramount's earning prospects.

These charges are the latest salvo in the legal war between Paramount and the two insurgent directors. Siegel and Martin were named to the two man Paramount board last May after threatening a proxy fight on grounds the management wasn't doing a good enough job.

The two were elected to full terms at the annual meeting June 1. The truce was broken last month when the company evicted them from membership of the executive committee and filed an anti-trust suit against them seeking to bar them from voting their stock, obtaining more stock, or acting as directors.

The essence of the Paramount suit is that Siegel was involved in a conflict of interest because Baldwin-Montrose Chemical Co. controls 70 per cent of the General Artists Corp. stock. Siegel is chairman and a large shareholder of Baldwin-Montrose. Paramount contended that General Artists, a Baldwin-Montrose subsidiary, competes with Paramount in certain areas of the entertainment business. Paramount charged that the management put Siegel and Martin on the board after they allegedly agreed to get Baldwin-Montrose to get rid of its stock in General Artists, a talent agency. Siegel denies that he agreed to take such action.

"Never Too Late" For Hall

NEW YORK—"Never Too Late," Warner Bros. motion picture comedy based on the long-run Broadway stage hit, will have its New York premiere at Radio City Music Hall following the current engagement of "The Great Race," it was announced by Jack L. Warner, president of Warner Bros., and Russell V. Downing, president of the Music Hall.

SW Penna. Acquisition Okayed Despite Objections

NEW YORK—Federal Judge Edmund L. Palmieri granted Stanley Warner permission to acquire a 1,400 seater at the South Hills Shopping Center, Bethel Park Boro, Pa., in the Pittsburgh exchange area.

Opposed were Associated Theatres, Warren Enterprises, and Morris B. Finkel, but the Judge stated the SW acquisition would not unduly restrain competition. The Justice Department did not oppose the SW petition.

General Cinema Earnings Up

BOSTON—General Cinema Corporation reported record sales and earnings for the nine months ended July 31. Gross revenues, which reached an all-time high for the nine months, were $17,831,174 and produced net earnings of $1,061,977, equal to $1.05 a share on the 1,012,845 shares outstanding, Richard A. Smith, president, reported.

This compares with sales of $14,663,240 and earnings of $807,028, equal to 80 cents a share for the same period a year ago. Net income in 1965, includes special credits of 5½ cents per share, as compared with special credits in 1964 of nine cents per share.

Magna Names Chatkin

NEW YORK—Stanley A. Chatkin, in charge of advertising and publicity for Skouras Theatres Corporation, has been appointed eastern director of advertising and publicity of Magna Pictures Distribution Corporation, it has been announced by Joseph C. Emerson executive vice-president.

He continues his current duties with Skouras Theatres and the United Artists Theatre Circuit.

National General Suit Settlement Approved

WILMINGTON, DEL.—Three stockholder actions in the Delaware Court of Chancery with regard to previous National General Corporation purchases of National Telefilm Associates stock, notes, and options were concluded when Vice Chancellor Isaac D. Short, 2nd, signed a final judgment that the settlement and compromise as provided in a stipulation filed July 21, 1965, was "approved and adjudged to be fair, equitable and proper."

The settlement was for $212,000 payable in cash or face amount debentures at the option of the defendants. The court actions were started in March 1961, April 1961, and April 1962.

Plaintiffs Joseph Best, Leonard Davis, and Sarah Helfand were represented by Wilmington attorneys Robert H. Richards, Jr., and Irving Morris.

Wilmington attorneys for defendants were William S. Potter for National General Corporation, Alan May, Willard W. Keith, Richard W. Millar, Graham L. Sterling and William J. Friedman; Russell J. Willard Jr., for B. Gerald Cantor, Burt Kleiner, and Cantor, Fitzgerald & Co., Inc.; James M. Tunnell, Jr., for Eugene V. Klein, Joe Benaron, Jack M. Ostrow, and Samuel Firks; and Leroy A. Brill for Ely A. Landau, Oliver A. Unger, and Harold Goldman.

The judgment provided that the fair and reasonable value of the services of plaintiffs' attorneys, counsel, and accountants was $100,000 and that they be repaid $10,219.07 in expenses and disbursements.

Fine Returns To NSS

NEW YORK—Julie Fine, who recently took an indeterminate leave of absence from National Screen Service, is returning to the company, it was announced by Norman Robbins, vice-president and general manager of NSS.

Fine's duties will place him in charge of the distribution center, as well as serving in the capacity of home office field representative.

At a luncheon at Al and Dick's Restaurant, New York, recently, it was announced that Rizzoli Film Distributors' release of Federico Fellini's first color film, "Juliet Of The Spirits," will have its American premiere Nov. 3 at the RKO 58th Street Theatre. Left to right are Harold Marenstein, assistant to the vice-president, Rizzoli Film Distributors; Harry Mandel, president, RKO Theatres; Matty Polon, vice-president of RKO Theatres; Irvin Sochin, vice-president, Rizzoli Film Distributors; and Norman Elson, president, Embassy Theatres. The RKO 58th Street will inagurate its new policy as a showcase for international films with this film, which will also play at the RKO 23rd Street Cinema and the new Embassy.

UA's Picker Addresses WOMPI Int. Meet

NEW YORK—United Artists' vice-president David V. Picker was special guest speaker at the dinner-dance banquet of the WOMPI International Convention, held here last week.

Picker addressed the 200 conventioning Women of the Motion Picture Industry, representing all 17 Clubs of the United States and Canada, in the Versailles Ballroom of the Astor Hotel.

The annual presentation of awards and installation of the new international officers also took place with local television personality Bob Kennedy as master of ceremonies for the evening. The WOMPI delegates presented their annual check to the Will Rogers Memorial Hospital for sponsorship of the WOMPI room at the affair.

The four-day agenda included seminars, a trip to the New York World's Fair including dinner at the Hawaiian Pavalion, daily luncheons and meetings and a fashion show created by B. Altman of New York.

The twelfth annual convention of the organization was presided over by Mrs. Lee Nickolaus, international president.

Pre-convention meetings began Tuesday, September 14th with the president's forum and international board meetings. The convention proper got underway on Friday the 17th.

Reports of the international officers, committee chairmen and local club presidents were given during the convention, and workshops held on the various phases of the work of the organization. In addition, a number of social activities were on the agenda.

WOMPIs and their guests enjoyed an "Evening at the World's Fair".

A cocktail party preceded the installation and awards banquet.

At a breakfast on Sunday morning, local Club presidents were honored, and the convention closed with a "Till We Meet Again" brunch.

Miss Dorothy Reeves and Miss Hilda Frishman, both of the New York club, were convention co-chairmen.

Goldstone Sub-Distribs

NEW YORK—Harry Goldstone, president of Goldstone Film Enterprises, Inc., announced the formation of a network of sub-distributors to handle his product throughout the United States.

In addition to the New York exchange, which Goldstone will handle himself, the 13 exchanges listed include:

Washington: Joe Gins, Joe Gins Films; San Francisco, Seattle and Portland: Pat Patterson Productions; Boston and New Haven: Eddie Ruff, E. R. Film Assoc., Inc.; Kansas City and St. Louis: Herman Gorelick, Crest Film Dist.; Los Angeles and Denver: Jack Sherrif, Manhattan Films International Inc.; Pittsburgh and Detroit: James Hendel Films; New Orleans, Memphis, Atlanta, Jacksonville and Dallas: Don Kay Enterprises; Philadelphia: Alan Strulson, Alan Pictures; Charlotte: Robert McClure, Variety Films, Inc.; Chicago and Milwaukee: Moe Dudelson, Dudelson Film Dist.; Albany and Buffalo: Pan-World Film Exchange of Albany and Buffalo, Inc.; Minneapolis, Des Moines and Omaha: Abbot Swartz, Independent Film Dist., Inc.; and Cincinnati, Cleveland and Indiana: Jay Goldberg, J. M. G. Films.

Dallas Exhibitors Fire First Shot In Battle On Film Classification

DALLAS—Federal Judge Sarah T. Hughes' court was the scene of the first phase of a federal court suit brought by a group of Dallas theatre owners seeking to have the city's movie classification ordinance classification declared unconstitutional.

Testimony was heard on two aspects of the plaintiff's plea—that any injunction issued by the city's movie classification board denied theatres judicial process, and that theatre owners' constitutional rights would be violated by provisions of the ordinance. The law permits the police chief to seize and destroy movie equipment in cases of violations of the city board's rulings.

Testifying that movie booth equipment costs from $10,000 to $25,000 was John Q. Adams, Interstate Theatre Circuit. He said that producers of films could not manufacture exclusively for Dallas showings. He said that it would be "tedious work" for theatres to comply with parts of the ordinance.

Concurring with the testimony of Adams was John H. Rowley, president, Rowley United Theatres, which operates 13 theatres in the city, including d-i's.

Also appearing was Paul Short, National Screen Service, who testified that his firm makes and distributes advertising accessories and trailers for use of theatres. He said the posters and trailers and many of the other advertising pieces are used over and over again and it would be impossible to make separate pieces so that local theatres could comply with the new law.

Read into the records were depositions of Dean Charles O. Galvin, Southern Methodist University Law School, and District Judge Clarence Guittard, who served on a city committee to help draft the provisions of the ordinance.

It was the intention, according to both depositions, that the seizure and forfeiture provisions of the ordinance would be enforced through legal process. As to the injunction that might issue from the classification board, both jurists said the injunctions would be of a temporary nature and could be appealed "as in the case of the seizure of gambling equipment."

The question was also raised by the depositions as to whether the city of Dallas could pass an ordinance with similar provisions as those of a state law on gambling.

Due to the fact that a city witness could not be present for the session, the hearing was recessed until Sept. 28. Judge Hughes said she would withhold her decision in the case until after the testimony taken at the later hearing.

At a recent luncheon at Sardi's, New York, producer-director Laurence Kent, center, was presented the special award of merit from the Canadian Film Institute for his production, "Caressed." Making the presentation is Joel Samuels, director, National Film Board of Canada, left, while looking on is Joseph Brenner, right, distributor of the picture.

IFIDA Hails Success Of Top Foreign Films

NEW YORK—IFIDA hailed the successful release in the United States of a series of important foreign films in the current season.

Michael F. Mayer, executive director of IFIDA, called the news most encouraging for all foreign film producers and distributors and proof once again of the ability of outstanding foreign films to score heavily on American screens.

Mayer said, "Once again, the American public is responding to outstanding foreign films in playdates in New York and across the country. We are delighted with the great success of such outstanding pictures as 'Casanova '70,' 'Rotten To the Core,' 'Darling,' 'The Moment of Truth,' 'The Hours Of Love,' 'Agent 8¾,' 'High Infidelity,' and 'The Knack.' Numerous other foreign films are showing substantial box office power in theatres across the nation, and several pictures currently being shown at the New York Film Festival indicate great promise for the future.

"We are thrilled with this success of the product of our members and others, which once again shows the tremendous strength of our pictures. We know that exhibitors everywhere will get the message and will book top foreign product for the coming season. IFIDA is proud to serve as the voice of foreign and independent film distribution in the United States."

Hall Names Music Men

NEW YORK—Will Irwin and Rayburn Wright have been appointed co-directors of music at Radio City Music Hall and conductors of its Symphony Orchestra, it was announced by Russell V. Downing, president of the Rockefeller Center theatre.

Irwin, 53, has been choral director at the Music Hall since May 1960. Wright, 43, has been staff arranger since 1950. The two will fill the post left vacant by the death of Raymond Paige last month. They will alternate in the musical direction.

Lax To Landau-Unger

NEW YORK—Oscar Lax has been appointed sales representative for the Continent of Europe, including England and the Middle-East, for the Landau-Unger Company.

Lax, a veteran of film sales throughout the continent, previously served for five years as general manager for Europe and the Middle-East for Walt Disney Productions. For 15 years prior to this, he served in various capacities here and abroad with 20th Century-Fox.

Lax will be based at the Landau-Unger Company offices in Paris.

Levine Involved Around The World With Eight Simultaneous Features

NEW YORK—Marking a record high for simultaneous production by one producer, Joseph E. Levine currently has eight major motion pictures now before the cameras in various parts of the world.

Two of the films, both being made in Hollywood, are "The Oscar," which will be released in the U.S. and Canada by Levine's Embassy Pictures and throughout the rest of the world by Paramount Pictures, and "Nevada Smith," which will be distributed worldwide by Paramount. Both films boast big all-star casts, are based on best-selling novels—Nevada Smith being a major character in Harold Robbins' "The Carpetbaggers"—are being filmed in color, and have been accorded multi-million-dollar budgets.

A third property shooting in Hollywood is "The Cat," an adventure story being produced by Ellis Kadison for worldwide release by Embassy.

In London, production recently began on "The Idol," also a Paramount release, being produced for Levine by Leonard Lightstone. The drama marks the return to films of Academy Award-winner Jennifer Jones.

"The Daydreamer," an Embassy release featuring live-action, animated and "Animagic" sequences, the latter a tri-dimensional screen process devised by Videocraft International, is being filmed around the globe, including New York, Denmark, Japan, Canada, and France. This unique film, scheduled to debut next Easter, utilizes the talents of such international stars as Tallulah Bankhead, Victor Borge, Patty Duke, Hayley Mills, Cyril Ritchard, and Terry-Thomas.

Now shooting in Italy, with subsequent filming scheduled for Spain, is "The Tramplers," an outdoors adventure story starring Gordon Scott, Joseph Cotten, and Jim Mitchum.

The two remaining projects on Levine's Embassy release, with "The Tenth Victim" Marcello Mastroianni-Ursula Andress starrer presently filming in New York, following shooting in and around Rome, and "Paranoia," now before the Rome cameras and starring Mastroianni and three top screen femmes: Virna Lisi, Catherine Spaak, and Pamela Tiffin. Both are Carlo Ponti productions for Embassy release, with "The Tenth Victim" slated to premiere this Christmas in the U.S.

Robbins Guides Cinema Lodge

NEW YORK—Norman Robbins, vice-president and general manager of National Screen Service, has been named executive vice-president of New York's Cinema Lodge of B'nai B'rith, according to an announcement by Howard G. Minsky, president of the Lodge.

Minsky, executive vice-president of Cinerama, Inc., who was elected president of Cinema Lodge in March, has transferred his headquarters from New York to Hollywood.

Robbins, chairman of this year's Contribution Share Certificate Sale, with one of the purchasers to be awarded a 1966 Cadillac at a special luncheon to be held at the City Squire Motel on Oct. 14, will be responsible for the day-to-day operations of Cinema Lodge for the balance of Minsky's term in office, which would conclude on March 31, 1966.

Ursula Andress, co-star in Embassy's "The Tenth Victim," recently confronted exhibitor Charles Tannenbaum, owner, Charles, Atlantic City, N. J., with one of the lethal props from the fantasy-thriller. They met at the Drake Hotel, where Miss Andress stayed during the New York filming of the picture.

Favorite, AIP Conduct Western Sales Conference

HOLLYWOOD—Favorite Films of California, Inc., and American International Pictures of the Pacific Coast held their annual sales meeting at Gene Autry's Hotel Continental here.

Newton P. Jacobs, president of the two firms, highlighted the agenda with a forum discussion. Other seminars were conducted by Jules Gerelick, sales manager; Mark Tenser, vice-president in charge of advertising; and Al Schiller, controller.

Another session featured an address by James H. Nicholson, president of American International Pictures, and included reports and speeches by Leon Blender, general sales manager and vice-president of A.I.P., and Milton I. Moritz, advertising and publicity director of A.I.P.

Tabbed as guest speakers were Albert Zugsmith, president, Famous Players Corporation, and Dave Emanuel, president, Governor Films, Inc.

In attendance at the two-day sales meet were Harry Levinson, branch manager, and Jim Merry, salesman, Los Angeles; Hal Gruber, branch manager, and Bob Leach, salesman, San Francisco; Robert Parnell, branch manager, Seattle-Portland; and Jack Felix, branch manager, Denver-Salt Lake City.

Chi Hotels To Loew's

NEW YORK—Lawrence Alan Tisch, president of Loew's Theatres, Inc., and Preston Robert Tisch, president of the firm's wholly-owned subsidiary, Loew's Hotels, announced the acquisition of Chicago's famed Hotels Ambassador East and West from Transcontinental Investing Company, Robert K. Lifton, president.

Loew's Hotels president Tisch said that an initial restoration investment of close to two million dollars will be spent on the Ambassadors East and West immediately, with the major portion going to renovation of the physical plant and the balance allotted to decor and refurnishing of guest and public rooms.

Western N.Y. Welcomes First New D-I In Decade

TONAWANDA, N. Y.—The Tonawanda Theatre Corporation has opened its new Young Street Drive-In, Tonawanda, N. Y. The theatre is under the joint management of Harry Berkson and Nathan R. Dickman.

The out-doorer, the first drive-in to be built in western New York in over 10 years, is really the area's first indoor-outdoor theatre, having two enclosed auditoriums, which patrons can use instead of their cars. These auditoriums are heated in cold weather and air-conditioned in summer. One of them has been designated the "Whisper Room," where patrons can enjoy the shows minus the noise of the young children.

The new drive-in has a capacity of 1000 cars and occupies 16 acres. The speaker posts are lighted to make parking easier. The individual speakers are equipped with silencer switches that cut off the sound when the speakers are hung up on the pole. The posts also carry the outlets into which electric heaters are plugged. A unique safety feature is the "moonlight lighting," which comes from two towers flooding the drive-in at all times with light equal to a full moon.

The projection equipment includes Norelco Universal 70/35 projectors, purchased from the Buffalo branch of National Theatre Supply, and the installation was supervised by their manager, Gerald George, and the local manager of Altec Service Corporation, George Miller. The giant screen, furnished by David Siegel Company of Boston, is 122 feet by 50 feet and is tilted and curved, making the picture equally clear from every position.

The marquee entrance is 40 feet high, with the name of the drive-in spelled out in six foot plastic letters. There also is the Wagner attraction board of enduroenamel, 25 feet by seven feet high. Cooper Neo Signs of Niagara Falls created the sign, as well as the large welcome sign over the entrance.

There are three entry lanes to the box office, and the entire theatre is enclosed by wire fencing to insure privacy for its patrons.

The playground is directly behind the main building, featuring swings, slides, jungle gyms, and merry-go-rounds and all in two sizes, one for tots.

The center building, in varicolored cement block and Roman brick, houses the refreshment center, rest rooms, and auditoriums. The rest rooms are finished in ceramic tile in pastel shades. The refreshment center is in birch paneling and colored Marlite. The center is serviced by Tri-State Refreshments division of ABC Consolidated.

The Young Street was built under the direction of architect Jack K. Vogel, Wellsville, Ohio. Weydman Electric, Inc., Buffalo, laid the more than 24 miles of underground wire to carry the sound, light, and heat circuits. The grading was by Fago Bros. Contracting Company, Tonawanda. The hard surface was installed by McClendon Black Top Company, Niagara Falls. The main building and box-office were constructed by Howard Holt, Inc., Buffalo, and the plumbing installations were by A. Garelick and Sons, Inc., Buffalo.

Stars On The Phone

LOS ANGELES—Martin Blaine and Charles Irving announced the formation of Star Time Service, a California company, to provide theatre owners with a telephone answering service using stars and featured players to make announcements.

Columbus Suburb Salutes New Sugarman Theatre

COLUMBUS, O.—Cinema East, 1000-seat, $500,000 de luxe suburban first-run indoor theatre operated by Charles Sugarman, opened its doors Sept. 16 with Columbia's "Lord Jim" as the inaugural attraction. Cinema East, in suburban Whitehall, is the first free-standing, locally-owned and operated first-run house to be opened here in a score of years.

The public opening was held after a champagne press preview and a benefit performance, sponsored by the Columbus Symphony Orchestra.

Cinema East has 850 seats on the main floor and 150 seats on five tiers in the executive lounge (balcony). Free parking for 300 cars is provided in the blacktopped parking lot.

The theatre is equipped for all types of projection, with Norelco 70/35 projection equipment in addition to Todd-AO projection in 70 mm. Full stereophonic sound, heard via speakers recessed into the auditorium walls, is provided by Eprad transistorized six-channel system.

The theatre has draft-free air-conditioning via a porous "second ceiling" through which electrically-filtered cool air flows. The system provides complete change of air every six minutes. Baseboard outlets are used for heating.

The extra-wide seats are duplicates of those installed in Lincoln Center, New York City. Seats, covered in gold fabric with padded arm rests, are 22 inches wide. Carpeted cantilevered stairs from either side of the lobby lead to the executive lounge.

The ticket "booth" is not a booth at all. It is an airlines-type counter, placed at the side of the carpeted lounge-lobby. Recorded music is piped into this area, the powder rooms, and out into the marquee.

The marquee is the longest in the central Ohio area—92 feet by 30 feet. The marquee area has indirectly-lighted glass-weld panels in autumn tones of red, yellow, brown, and tangerine. The same color scheme is repeated in the auditorium.

Actually, the "front" of the theatre, facing Broad street, is really the rear of the auditorium. The street-facing section is built of rough-cut stone. White walls with brown pilasters flare out to the east and west to form the wide entrance, which faces south. Patrons are protected from inclement weather as they alight from their cars. A covered canopy is arched across two lanes of incoming traffic. This leads directly to the side entrance. Patrons also may go directly into the theatre from the parking lot.

Modern recessed concession stand is located in the main lobby. Its location provides rapid handling of refreshment sales and eases the traffic pattern. The stand also may be reached from the foyer, thus eliminating the need to go into the lobby once the patron is inside the auditorium.

Sugarman operated the art World, Columbus, before disposing of that house to the Art Theatre Guild. In recent years, he has operated drive-ins in Parkersburg, West Virginia, and the New Main, Columbus.

Col. Declares Dividend

NEW YORK—The board of directors of Columbia declared the regular quarterly dividend of $1.06¼ per share on the $4.25 cumulative preferred stock, payable Nov. 15.

Vleck Takes NGC Top Ad-Pub Post; Carthay Announces Montreal Theatre

NEW YORK—Joseph V. Vleck, 45, has been named director of advertising and publicity of National General Corporation, it was announced by Eugene V. Klein, president.

Vleck will assume the advertising and public relations responsibilities previously held by National General Corporation vice-president Pierre Salinger, who becomes president of Fox Overseas Theatres Corporation and vice-president of Continental Air Lines and Continental Air Services, Inc.

Vleck has been with National General Corporation for 20 years, as theatre manager, assistant in the advertising department, and in the National General Corporation film buying department, his most recent assignment.

Salinger remains a National General Corporation consultant and director of National General Corporation's production company, Carthay Center Productions, Inc.

Meanwhile, Carthay Theatres, Ltd., a subsidiary of National General Corporation, announced plans to operate its first theatre outside of continental U.S. in Place Bonaventure, a $75 million building complex in downtown Montreal.

The announcement that Carthay Theatres will operate the 620-seat "first run" theatre called "Cinema Bonaventure" was made jointly by Klein, NGC president, and Guy Favreau, president of Place Bonaventure, Inc.

"Cinema Bonaventure is the first of a new chain of Canadian movie theatres being planned by Carthay Theatres," Klein stated at NGC's Beverely Hills headquarters.

The occasion was marked by a cement-imprint ceremony which included Bill Coleman, president of Concordia Estates, developers of Place Bonaventure; Salinger; and actor Peter Lawford.

In a tradition associated with NGC's Grauman's Chinese Theatre in Hollywood, Lawford placed his handprints in the concrete in front of the building.

It was also announced that the theatre would be designed by Ray Affleck, one of the world's foremost auditorium designers.

National General recently announced a $50 million, three-year expansion program that would add 100 new theatres to its present total of 225. It has also undertaken a joint venture with Continental Air Services, a subsidiary of Continental Airlines, to construct and operate theatres around the world.

Panama Forms Indie Firm

BEVERLY HILLS, CALIF.—Norman Panama has formed a new independent production company, Norman Panama Productions, Inc., through which he will initially produce three motion pictures and a Broadway play.

First film scheduled for the new company is "Nice Girls Don't Stay for Breakfast," an original screenplay by Panama and Howard Leeds. A comedy with an Italian setting, it will feature an all-star international cast.

Other projects in work are "Project Immortality," a play by Loring Mandell, slated for the 1966-67 Broadway season; "The Hero Machine," a novel by Howard Burk, which the company has optioned prior to publication; and "A Fine Hand," a screenplay based on a play that Panama and his former partner, Melvin Frank, did several years ago. The latter will be filmed for United Artists release.

MGM Leases 11 Floors In New Office Building

NEW YORK—Robert H. O'Brien, president of Metro-Goldwyn-Mayer, Inc., and Jerry Minskoff, Sam Minskoff & Sons, announced that MGM has leased space for their world headquarters in a new building to be known as "The MGM Building" at 1350 Avenue of the Americas.

The new space will consist of 11 floors, totalling more than 100,000 square feet, in the building presently under construction by Minskoff & Sons on the southeast corner of 55th street. MGM, including its motion picture, television, record, and music divisions, will occupy the 19th through 29th floors. An additional 3000 square feet on the ground floor has been leased for the construction of a private theatre which will be equipped to show motion pictures in every modern technical form.

MGM will leave its present quarters in the Loew Building at 1540 Broadway, which it has occupied since the company was formed in 1924, to take occupancy of the new space in late summer of 1966. The change will entail more than 550 employees engaged in MGM's world-wide activities.

Schine Circuit Shifts Management Personnel

GLOVERSVILLE, N. Y.—The following personnel changes were announced by Lou S. Hart, general manager of the Schine Circuit, Inc.:

William Copley, group manager in Canandaigua, N. Y., has been transferred to the Auburn Theatre, Auburn, N. Y., where he will assume the supervision of the following theatres: Auburn Theatre, Auburn; Playhouse, Canandaigua; Geneva, Geneva; Capitol, Newark, N. Y.; and Elmwood, Penn Yan. Copley recently came to the Schine theatre division from his position as general manager of the Ten Pin Bowling Alley, Chicopee, Mass. Prior to that, he managed theatres in Buffalo, Norwich, Gloversville, and was group manager in the North Country.

James Marcis, manager, Oswego, Oswego, has been appointed group manager of the Oswego; Olympic, Watertown; and Strand, Carthage.

Robert Anthony, group manager of the southwest portion of the Finger Lakes district, will be in charge of theatres in Oneonta, Norwich, and Hamilton. Anthony will make his headquarters at the State, Cortland.

David Bobbett, formerly house manager at the Auburn, has been named manager, Playhouse, Canandaigua.

Other changes involve Dewey Van Scoy, who has been transferred from the Glove, Gloversville, to manager of the Strand, Delaware, Ohio.

Hubert Bourne, former manager, Strand, Delaware, Ohio, has been transferred to the Glove, Gloversville.

Ransohoff Named Producer Of Year As Allied Meeting Rains Awards

DETROIT—Martin Ransohoff, chairman of the board of Filmways, Inc., will be the recipient of the "Producer of the Year" Award at National Allied's annual convention next month.

President Jack Armstrong of Allied will make the presentation in the form of a sterling silver award.

Ransohoff is the youngest producer to have received the annual Allied award. Just why he was chosen can be realized in citing his achievements in the brief three years he has been producing:

"Boys' Night Out" was the first, starring Kim Novak and James Garner. There followed in rapid succession "The Wheeler Dealers," "Topkapi," "The Americanization of Emily," and awaiting release is "The Cincinnati Kid," which will star Steve McQueen, Ann-Margaret, Edward G. Robinson, Karl Malden, and Tuesday Weld. After that will come "The Loved One," directed by Academy Award winner Tony Richardson, and starring Robert Morse, Jonathan Winters, Rod Steiger, and Milton Berle.

This convention will rain awards. MGM president Robert H. O'Brien will become the "Man of the Year," while Variety Clubs International chief barker James Carreras has been picked for the "Showmanship Award."

Last year's winner of "Producer of the Year" was Lawrence A. Weingarten, president of the Screen Producers Guild, who produced "The Unsinkable Molly Brown."

Murray In Extensive U Pact

UNIVERSAL CITY, Calif.—Don Murray has been signed to a non-exclusive multiple contract at Universal City Studios covering both television and motion pictures, it was announced by Jennings Lang, senior vice-president in charge of television production.

Murray, who described his new pact as "one of the most all-encompassing in the entertainment field today," was immediately set by producer Richard E. Lyons to make his filmed tv debut as star of Universal TV's "The Plainsman," epic two-hour telefilm in color for the CBS television network, in the role of Wild Bill Hickok.

During the past few years, the actor has been devoting his time exclusively to motion pictures, during which time he wrote, produced and starred in the highly-praised feature film "The Hoodlum Priest." Recently he completed starring roles in "Sweet Love Bitter," which was filmed in New York, and "Kid Rodelo" a Seven Arts Production shot on location in Spain.

Roth Joins Tandem

BURBANK, CALIF.—Leon Roth has joined Tandem Productions as a production executive and vice-president of the independent motion picture and television production company in charge of the development of new projects, it was announced by Norman Lear and Bud Yorkin, Tandem heads.

Roth will produce Joseph Heller's original screen comedy "Macdougal Street," as first of the projects he will supervise in the Tandem association.

NSS To Sponsor Music At VCI London Meet

LONDON—National Screen Service Corporation's president Burton E. Robbins has informed international chief barker Jim Carreras that he will defray the entire cost of the music and pageantry at the Variety Clubs International London convention next April. This will amount to several thousand dollars and cover the military and dance bands for the various social functions and the trio in the London Bar, the convention's specially created night spot at the Savoy Hotel.

Robbins was recently in England where he held meetings with Carreras and Edward J. Smith, managing director, National Screen Services, Ltd.

20th-Fox Promotes Hakim To New London Position

NEW YORK—Darrly F. Zanuck, president of 20th Century-Fox, announced that Andre Hakim has been named director of administration for 20th Century-Fox Productions, Limited. He will be second in command to Elmo Williams, managing director.

Hakim will make his headquarters in London. Heretofore he had been the 20th-Fox representative in Paris for packaging and co-production negotiations for Continental-based films.

Zanuck stated, "The scope of our production program world-wide has been so expanded that it is now desirable to back up Elmo Williams with an administrator and negotiator. Hakim has distinguished himself in this capacity in Paris, and now he will assume the responsibility for negotiations involving all British-based films and the administration of our production organization. This will free Williams for full-time supervision of all creative phases of our production activities."

Hakim's duties on the continent will be absorbed by Edward Leggewie, president of Les Filmse Du Siecle, 20th Century-Fox's wholly-owned production subsidiary in Paris. Hakim will be available to Leggewie for consultation on all matters regarding continental production.

TOP Reelects Milgram

PHILADELPHIA—At a recent meeting held by the Theatre Owners of Pennsylvania, David E. Milgram, head of Milgram Theatres, Inc., has been reelected for a fourth term as president of the association.

Merton Shapiro, Sameric Corporation, was elected vice-president; Martin B. Ellis, head of A. M. Ellis Theatres, was reelected treasurer; and Norman Silverman was reelected secretary.

In addition, Alfred J. Davis, John Coyne, Jr., Edward Potash, Benjamin Rosenberg, Samuel Shapiro, and J. Ellis Shipman were elected to the board of directors.

Gala Entertainment Set For Ladies At Allied Meet

PITTSBURGH—An exciting program of daytime activity has been planned for the more than 400 wives of exhibitors who will be attending the national convention of Allied Theatre Owners in Pittsburgh, Mrs. Ernest (Reggie) Stern has announced.

At noon on Tuesday, Oct. 12, the ladies will take a short trip in a cavalcade of coaches to the "South Hills Village," the largest and most beautiful shopping mall between New York and Chicago. There will be a relaxing and enjoyable luncheon and a style show by one of the nation's exclusive dress salons. There will be ample opportunity to browse and shop in this new and exciting Village of 80 smart and impressive shops. There will be souvenirs and prizes as tangible reminders of a wonderful afternoon.

It will be "Anchors Aweigh!" on Thursday, Oct. 14 for a delightful and scenic boat ride. The ladies will board the beautiful Gateway Clipper for a cruise down the Monongahela River to the Point where the Monongahela and the Alleghany Rivers form the Ohio River. The spectacular view of the "Golden Triangle" from the headwaters of the Ohio River is breath taking. The ladies will enjoy luncheon in the glass-enclosed Captain's Lounge while cruising past historical landmarks and experiencing the thrill of passing through a river lock. There will be souvenirs, gifts, and prizes for all. Limousines will be provided for the transportation from and to the Penn-Sheraton Hotel. It will be "all ashore" in ample time to pretty up for the gala cocktail party and banquet.

There will be a festive dinner affair each evening of the convention—four dinner parties—including a night club party and a banquet—and each will be preceeded by a cocktail party.

Reggie Stern and her ladies committee will serve as hostesses.

A.J.C. Award to Austin

NEW YORK—J. Paul Austin, president, The Coca-Cola Company, has been awarded the Broadcasting and Advertising Industries' 1965 Human Relations Award, it was announced by John V. Blalock, Brown and Williamson Tobacco Corporation.

Presentation of the Award will take place at a dinner to be held on Oct. 28 at the Americana Hotel. Blalock is chairman of the dinner. Honorary dinner chairman is Marion Harper, Jr., chairman of the board and president of The Interpublic Group of Companies, Inc. Associate chairmen for the event are Sydney H. Eiges, National Broadcasting Company; Everett H. Erlick, American Broadcasting Companies, Inc.; and Carl Tillmanns, Columbia Broadcasting System.

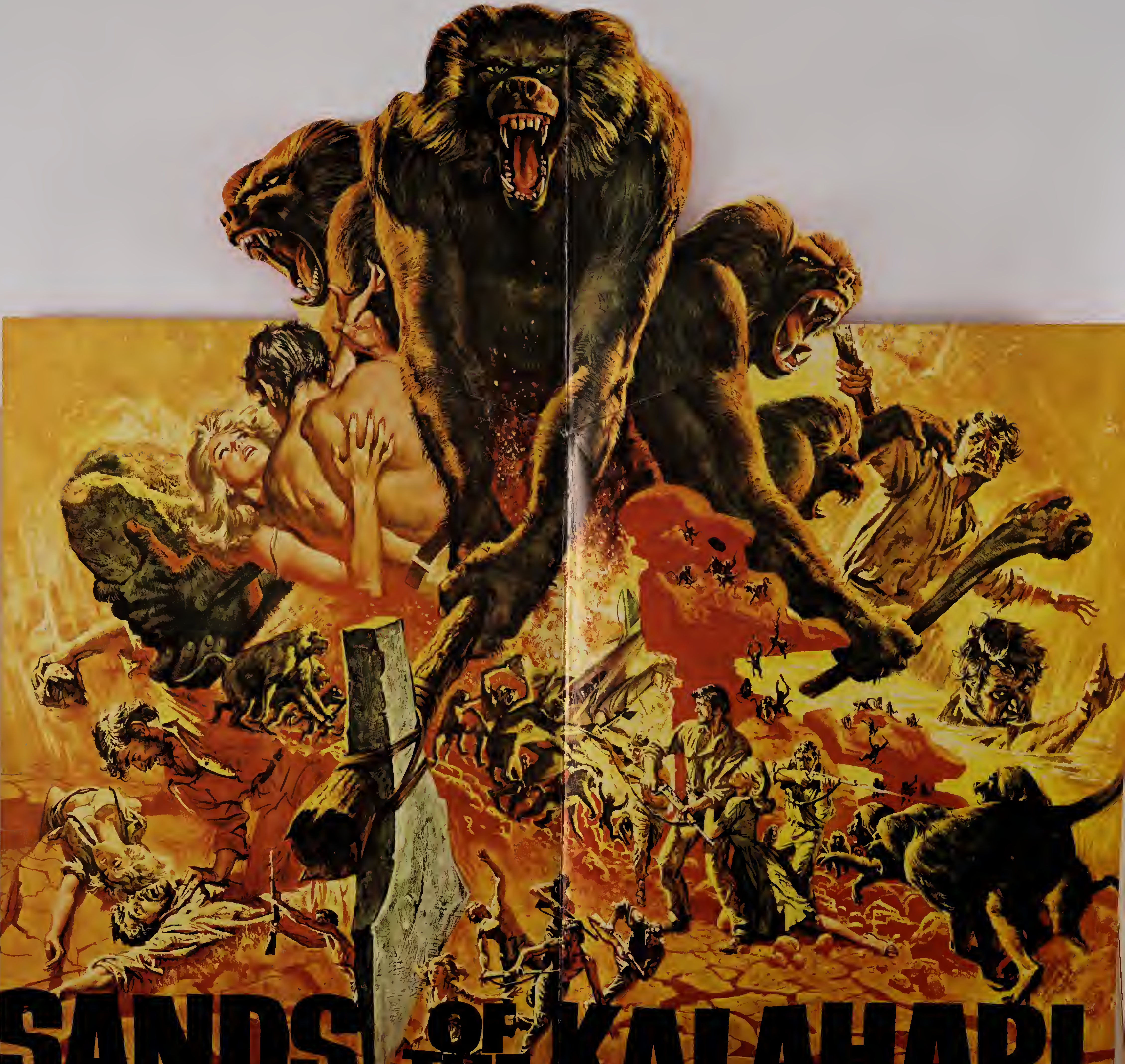
Merrick To Century

NEW YORK—Leslie R. Schwartz, president, Century Theatres, announced that the Merrick, Jamaica, Queens, will be operated by Century Theatres.

Gen. Power To Technicolor

BEVERLY HILLS, CALIF.—General Thomas S. Power, former Commander in Chief of the U.S. Air Force Strategic Air Command, has been elected to the Technicolor, Inc., board of directors, according to Patrick J. Frawley, Jr., chairman. During World War II, General Power had a distinguished record in both the European and the Pacific Theatres.

...THE STRANGEST ADVENTURE THE
EYES OF MAN HAVE EVER SEEN !



SANDS OF THE KALAHARI

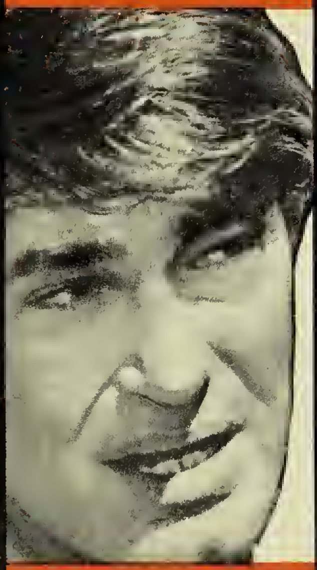
JOSEPH E. LEVINE Presents

SANDS OF THE KALAHARI

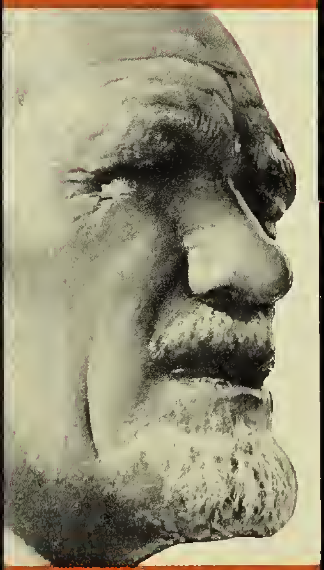
A CY ENDFIELD-STANLEY BAKER PRODUCTION

SIX SURVIVORS STRUGGLE FOR THEIR LIVES AGAINST THE KILLER APES OF KALAHARI !

IN The Drifter–
sts no one, not
en himself!



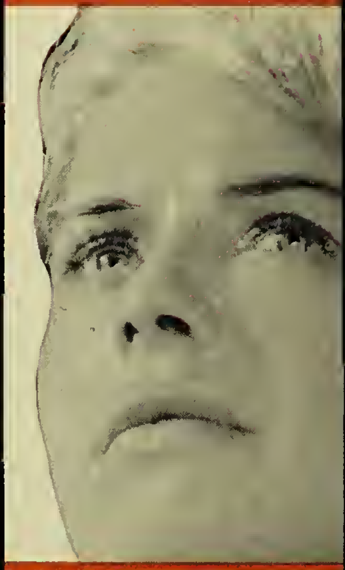
O'BRIEN The Leader–because he has the only gun!



STURDEVANT The Coward–all greed and no guts!

GRIMMELMAN The Outsider–waiting for the first mistake!

BONDARAHKI The Quiet One—sometimes too quiet!



GRACE The Bait—to trap man or beast!

Starring
STUART WHITMAN · STANLEY BAKER · SUSANNAH YORK Co-Starring THEODORE BIKEL

Executive Producer JOSEPH E. LEVINE Screenplay by CY ENDFIELD Directed by CY ENDFIELD TECHNICOLOR® · PANAVISION®

Presented in association with JOSEPH M. SCHENCK ENTERPRISES, INC **A PARAMOUNT PICTURE**

NSS “Players Showcase” Boosts Interest In Films

NEW YORK—Melvin L. Gold, general sales manager, National Screen Service Corpora- on, announced that the new fall edition of Players Showcase,” new magazine that boosts he movie industry with its intimate articles, eatures, and photographs of movie stars, heatres, records, and television, will be avail- ble shortly for distribution at all NSS ranches.

The success of the sale of “The Players howcase” summer edition conclusively roves the interest of the movie-going public n the intimate profiles offered by this maga- ine, and exhibitors throughout the country ave been enthusiastic about their sales, as well as the success of NSS’ Movie Books.

The fall edition of “The Players” features n its cover an attractive four-color photo of Kim Novak which was made in Chicago dur- ng a personal interview several weeks ago. Also featured are candids of Novak and her new husband, Richard Johnson.

The latest issue includes a rare interview f Zero Mostel by Rollie Hochstein. Mostel is eaving New York for Hollywood to make the movie version of “A Funny Thing Happened On the Way to The Forum,” and the title of he feature article is “A Funny Thing Is Going to Happen to Hollywood.”

There is a portrayal of Anthony Quinn by an American writer who has lived in Italy for many years, Melton S. Davis, who is also Mutual Broadcasting Company’s correspondent in Rome.

There is an exclusive feature story on Elke Sommer by Kay Mulvey, who was Jean Harlow’s personal secretary.

An outstanding feature in this issue is a story on Humphrey Bogart done by Alistair Cooke, called “Epitah for a Tough Guy.” There are also stories on George Maharis and The Christy Minstrels.

Probably the most important innovation is the new expanded Movie Preview Section. There are two picture stories by Betty Lasky, one previewing “The Cincinnati Kid” and another previewing “Fantastic Voyage.” Both of these are scheduled for release soon after the magazine comes out. In addition, there are full page sketches about releases that will appear during the three month long sale period of the fall edition.

Czech Filmforum Set

PRAGUE, CZECHOSLOVAKIA—The third annual Filmforum will be held again this year in Brno, Czechoslovakia, from Nov. 2 to Nov. 14.

Filmforum is conducted as an international meeting of businessmen from the film industry and allied fields to see or buy feature, short, and television films, or negotiate about productions, co-productions, film equipment, and laboratory work.

At the Filmforum, the latest theatrical and television productions from all of Europe, U.S., South America, and the Far East are shown. Attending the Filmforum will also be the purchase selection committees from the Socialist countries. Film distributors now have the opportunity to exhibit and finalize sales or purchases with these countries in one common market place.

Last year, 27 countries participated, and over 300 full-length features, plus more than 400 short subject and tv films, were screened.

Ceskoslovensky Filmexport welcomes all U.S. distributors, producers, and motion picture equipment manufacturers to participate.

Cooperate With Theatre Managers, MPAA Exec Tells Women's Clubs

Leonard Lightstone, right, Embassy executive vice-president, recently visited with producer Clarence Greene, left, and director Russell Rouse on the Paramount Studios set of "The Oscar," Embassy release based on Richard Sale's best-seller.

Disney Bookers Gather In First Sales Convention

NEW YORK — Buena Vista's bookers gathered for a full-scale bookers sales convention. The meeting was under the chairmanship of Irving H. Ludwig, president.

The convention schedule included meetings at the Sheraton-East Hotel and a day at the New York World's Fair, with visits to Disney-created Fair exhibits—Ford, General Electric, Illinois, and Pepsi Cola.

This convention was the first of its kind for Buena Vista. Ludwig declared “Bookers are an important cornerstone of distribution and are too often taken for granted. This convention is to keep our bookers abreast of all developments within the organization so as to enhance their value to us, and to underscore the stature of our bookers as vital members of the Disney team.”

Attending the convention were: from Boston, Edward Sullivan and Robert Rancatore; Philadelphia, Martha Clark and James Winters; Pittsburgh, David Brown; Washington, D. C., Gertrude Epstein; Cleveland, David Ransdell; Cincinnati, Mildred Post; Detroit, Constance Simans; Atlanta, Walter Dumas; and Charlotte, Thomas Helms.

Also attending were Walter Shaw and Travis “Don” Ritchey, from Dallas; Richard Resh, Denver; Gerald Kuehnl, Chicago; Martin Braverman, Minneapolis; Dorothy Warneke, Kansas City; Michael Morrison, Salt Lake City; Sam Deutch, Omaha; Marcella De Vinney, St. Louis; Ben Sachey and Julia Summers, Los Angeles; David Hardy, San Francisco; and Evelyn Torpey, Seattle.

The group acting as hosts to the convention included home office executives Leo Greenfield, domestic sales manager; Herb Robinson, eastern sales manager; Don Conley, western sales manager; Lou Gaudreau, treasurer and vice-president; Charles Levy, director of advertising and publicity; Howard Hein, Emmet Cashman, Mike Poller, Charles Raffaniello, Jack De Waal, Joe Flynn, John Durkin, Jack Herschlag, Allen Bornstein, Sid Stevens, and Steve Keller.

SAN ANTONIO—Marian Ross, community relations department associate, Motion Picture Association of America, spoke to the General Federation of Women's Clubs at the national board meeting here. Miss Ross was invited to attend the meeting by Mrs. William H. Hasebrook, president, General Federation. Attending the meeting were all national officers of the General Federation, state presidents, as well as all state junior directors.

Miss Ross emphasized the importance of each club group developing its motion picture program in conjunction with the local exhibitor. She also emphasized the importance of each club's program committee following the steps outlined in the two “Movies And You” booklets from MPAA.

Referring to the local theatre owner or manager, Miss Ross said: “First we know movie theatres vary from town to town and neighborhood to neighborhood, because the people who manage them do. In any business, one finds the efficient and the careless, the friendly and the indifferent. But generally, most businessmen try very hard to please their customers—and the theatreman is no exception.

“Yet sometimes he's the businessmen we know least of all. In fact, some of us don't even know his name, let alone his problems.”

In explaining the exhibitor's interest in working with Federation groups, Miss Ross pointed out: “He wants his theatre to be a lively and important part of the community.

“That's why he wants to know you better. He wants to share some of his pride in the industry he represents, and some of the problems he must resolve in bringing the industry's product to you. He wants to offer you good films, in a comfortable and attractive theatre. He wants you to feel that you've been well treated and gotten your money's worth, so you will come back again and again.”

Over 2,500 clubs to date have indicated their interest in participating in a film program during the coming season.

London Invites "Caressed"

NEW YORK—“Carassed’,’ produced and directed by Laurence L. Kent, and starring Bob Howay, Carol Pastinsky, and Angela Gann, has been invited to participate in the London International Film Festival in November.

It is presently being shown at the New York Film Festival, at Lincoln Center.

“Caressed” is being distributed world-wide by Joseph Brenner Associates, Inc.

7-Arts Earnings Up

NEW YORK—Seven Arts Productions Limited announced earnings of $3,762,452, after taxes, equivalent to $1.59 per share on the 2,361,324 outstanding shares, for the fiscal year ending June 30, 1965. Net earnings for the year include a non-recurring net gain of $1,276,801, equivalent to 54 cents per share. This profit compares with earnings of $2,908,-322, equivalent to $1.23 per share for the prior fiscal year on the same number of shares.

Seven Arts Productions Limited is primarily engaged in the syndication of feature films to television, the production and distribution of motion pictures, and is also engaged in the production and syndication of television properties.

LONDON Observations

By Jock MacGregor

IT IS ONE THING TO FALL OUT OF BED ON A SUNDAY MORNING IN SOME sunny paradise, don leisure clothes, and wander into a film festival screening; to drive oneself through bleak, deserted London streets on a Sunday morning to the National Film Theatre for the preview of the Commonwealth Film Festival is something else. On arrival, a Caribbean steel band played, and hostesses from participating countries in national costumes served exotic drinks and foods in the foyer decorated with tropical fruit. I cooperated fully, and settled for Planters Punch.

In the auditorium, I sat with Sir Charles Evans, the British Film Producers Association's director general, who was just back from the Venice Film Festival—I gather the most exciting thing there was that at the end, devotees were demonstrating to the effect that the organizer must go—and was off next day to the Rio de Janeiro festival. Now, if that were not enough to make me green with envy and feel how conscientious I was to have made the long trek to the South Bank when I could have been enjoying that Sunday lie-in, the steel band introduced organizer and trade paperman Tony Gruner to the unconsciously cynical strains of "Never on Sunday."

Tony has done a remarkable job. The film section is a shoe string off-shot of the main Commonwealth Arts Festival, and where a Commonwealth film can be shown, he has arranged for one to be shown—in theatres, clubs, institutes, churches, students' hostels, children's cinema clubs, high commission offices, and on television. In all, 200 films will be showing in 20 centres for free or nominal fee. Here is a really genuine festival which is out solely to help movies and not local hoteliers and to make Britain conscious of Commonwealth art. Regrettably, there are not the feature films to sustain such a project. The extracts previewed did little to whet the appetite, and the first film that I saw, "The Lift," was such self conscious, way-out mumbo jumbo that afterwards I slipped away without accepting drinks. I felt I could have nothing in common with the producers. Many shorts were excellent, but shorts are of as much use to most exhibitors as they are to hard drinkers. I fear there will be no rush of British distributors for the features.

CUBBY BROCCOLI AND HARRY SALTZMAN HAVE BEEN FACED WITH A TOUGH problem and have made a very wise decision. The latest, most expensive and, in the opinion of those who have seen assemblies, the greatest James Bond, "Thunderball," was to have had a slap-up benefit premiere in October at the Odeon with extensive national showcasing. It became evident that this date could only be met through rushing editing and processing. Even though the opening was sold out, they realised that this would be wrong with so important a property, and with downcast feelings, they had to break the dates. It will now open in the London Pavilion on Dec. 30, be showcased in London three days later, and have a spring release. It is stressed that this in no way affects American release plans as a December opening had always been envisaged.

FRANKLY, I DO NOT KNOW WHAT MEL KONECOFF WILL BE WRITING ABOUT this week. I have rarely seen so many American film men around Les Ambassadeurs, The White Elephant, Dorchester, and Savoy. Walter Seltzer was here with the first print of UI's "The War Lord" to show to his partner and star, Charlton Heston, now making "Khartoum" for UA at Pinewood, and Fred Thomas and the Rank Distributors publicity team. Seeing Walt and Chuck back to the hotel, we were joined by UA's Fred Goldberg, about whom I have heard so much without previously meeting him; Gabe Sumner, and Jerry Juroe for a nightcap. They were visiting for publicity talks on UA's British projects before flying on to Madrid and Rome. Tony Curtis, who is here for one of those pictures about which I have heard little, bade us good night on his way to bed.

At the Savoy, Martin Ranschoff held court to launch his Filmways Production, "13," which Lee Thompson now directs with Kim Novak and David Niven starring, and rarely can I recall more publicists at a function. He has established a London production office under Ben Kadish. Holding husband Richard Johnson's hand though he was talking with another group, Kim was more relaxed and happier than I have known her. She revealed an impish sense of humor. David and Lee were also present, and shooting will be at the MGM British Studios and on location in Bordeaux.

There were two Paramount receptions at the Dorchester. Director-producer Martin Ritt, whom I seem to meet most days, surprised me by revealing that he has a necktie which he wore in our honor! He is on the final cutting and scoring of the Richard Burton thriller, "The Spy Who Came In From The Cold," before returning to Hollywood to direct what he terms a western in the classic tradition for 20th-Fox under an old contract. Though he very much misses his family and has slipped back to the States on occasions, I suspect that he likes working here. The other function was for the press in general to meet horror author script writer Robert Bloch, who wrote "Psycho." He was here for the International Science Fiction convention, to see shooting on the Amicus production of his original story and screenplay, "Schizo," and to discuss the three further subjects which Milton Kubotsky and Max E. Rosenberg will produce.

A MELLOW VOICE ON THE PHONE WAS MY INTRODUCTION TO JOHN SCULLY, former UI executive on the east coast and now in retirement in California. A close follower of this column, he was with his charming wife, Molly, celebrating their 50th wedding anniversary with their first trip to Europe, and he bade me drop everything and join him at Grosvenor House, which I did. I can report that they are enjoying every minute and anticipating every stop. . . . It was not an inappropriate moment when I dropped in at the Seven Arts office. Kenneth Hyman was celebrating the birth of a son, Michael Anthony, and Eliot Hyman was not far away. After the battles he had to get "The Hill" made and accepted, he is just thrilled by the fantastic British and continental receipts. Shortly, he is off for the New York and Los Angeles opening, and while in America, will finalise details for "The Dirty Dozen," which he will film next year. Nunnally Johnson has scripted.

Roy White Spreading New Kind Of Showmanship

CINCINNATI—Roy White, Times Theatre owner, has become the undisputed top showman in this area. He is now in the process of building an empire based on his Times operation, which will spread his brand of shrewd showmanship across the land.

In just two years, he has changed the Times from a last-run double feature house at 40 cents a ticket into a plush, intimate first-run theatre featuring the best comedies, together with parades and champagne parties.

It has resulted in a growing group of other owners throughout the Tri-State area asking how he does it. Now he added to his own chain of operations and forming a consultation-booking firm to duplicate the idea for other exhibitors.

Through the Mid-States firm, a holding corporation for many investors, he will add a buying, booking, and consultation company. Bennett Goldstein is coming from Philadelphia, where he is sales manager for 20th Century-Fox, to guide the office.

White's assistant is Don Wirtz. His brother Marvin, owner of 32 dry-cleaning plants in Phoenix, Ariz., has joined Mid-States to handle real estate transactions.

Dale Stevens, movie critic for the Post and Times-Star, summed up the situation in a recent feature on White, his colleagues, and their accomplishments: "White says modestly, 'We feel we have found the ways and means of making money.' But it remained for Don Wirtz to correctly assay the chaotic pace at which the group is moving.

"Cracks Wirtz: 'I'm in charge of maintaining sanity in the company.'

"And when Mid-States and Roy White have established their brand of showmanship in all sections of the U.S., that will no longer be easy.

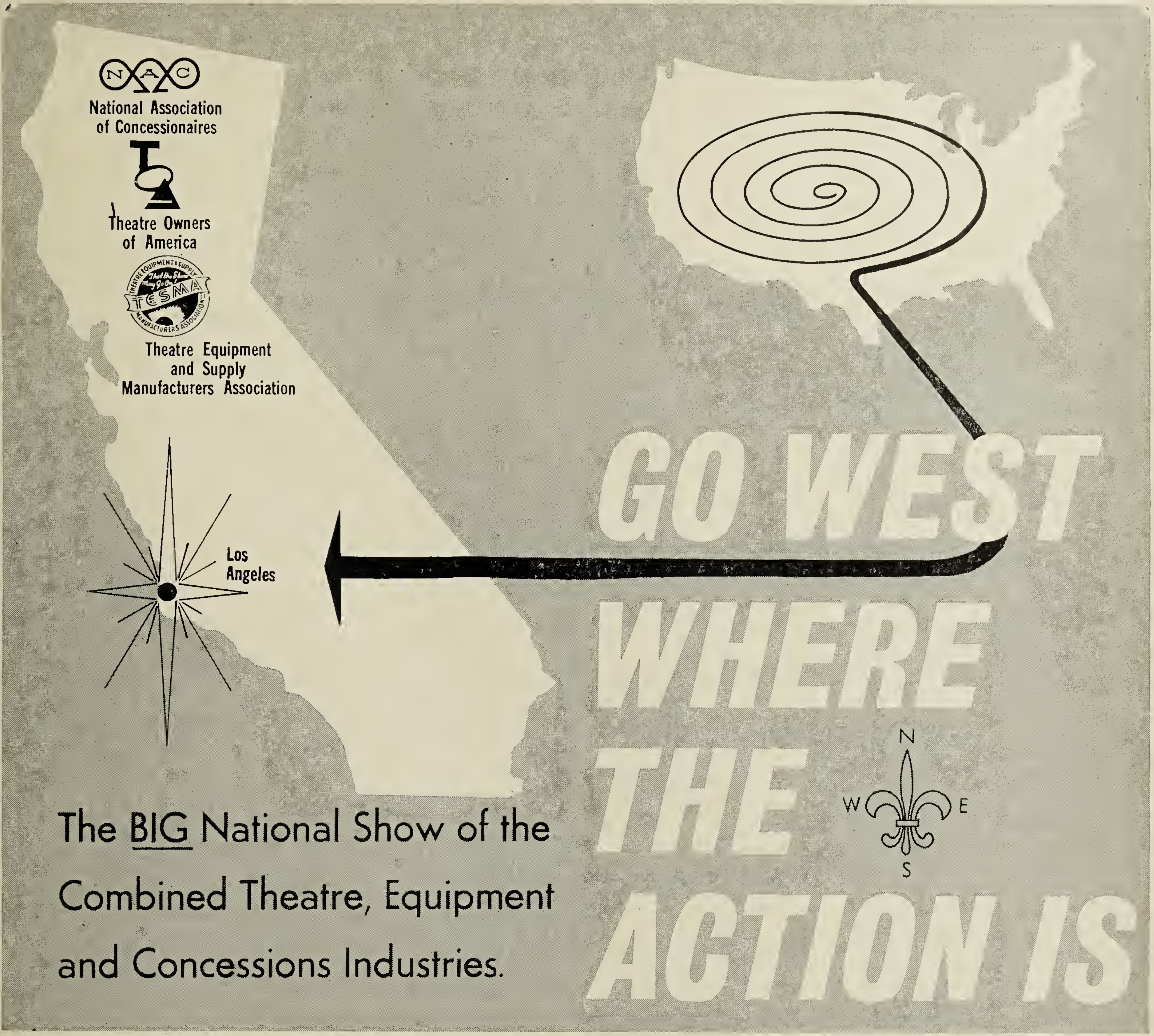
"One thing you can depend on, though. If and when they're carried away in strait-jackets, there will be a Dixieland band and plenty of champagne and probably candy-striped strait-jackets.

"It's that kind of company."

Sue Ladd Joins Para.

HOLLYWOOD—Sue Ladd, agent and widow of Alan Ladd, has joined Paramount Pictures as a producer. As part of her activities with the company, she will engage in the development of properties for future production, some of which are shortly to be announced.

John Davis, right, chairman and chief executive of the Rank Organisation, welcomed Jay Emanuel, publisher, MOTION PICTURE EXHIBITOR and Jock MacGregor, London representative of the trade paper, to the Pinewood Studios, England, on their recent visit.


NAC
National Association of Concessionaires
Theatre Owners of America
TESMA
Theatre Equipment and Supply Manufacturers Association
Los Angeles
GO WEST WHERE THE ACTION IS
N
W
E
S

The BIG National Show of the Combined Theatre, Equipment and Concessions Industries.

FOR ALL THEATRE, CONCESSION, VENDING EQUIPMENT MANUFACTURERS AND SUPPLIERS SERVING THE NATION'S . .

- MOTION PICTURE THEATRES (CONVENTIONAL & DRIVE-INS)
- REFRESHMENT CONCESSIONAIRES (AMUSEMENT-RECREATION CENTERS AND FUN SPOTS)

1965 *MOTION PICTURE AND CONCESSIONS INDUSTRIES* TRADE SHOW

HELD IN CONJUNCTION WITH THE CONVENTIONS OF NAC-TOA-TESMA

OCTOBER 27-30, 1965 AMBASSADOR HOTEL LOS ANGELES

— MAKE BOOTH RESERVATIONS NOW! WRITE - WIRE - PHONE —

LOUIS L. ABRAMSON, Trade Show Administrator
Motion Picture and Concessions Industries Trade Show
National Association of Concessionaires
201 North Wells St., Chicago, Ill. 60606
Phone: CEntral 6-3858

JOSEPH G. ALTERMAN
Trade Show Co-Director
Theatre Owners of America
1501 Broadway, New York, N. Y. 10036
Phone: LOngacre 3-6238

MERLIN LEWIS, TESMA Executive Secretary
Theatre Equipment Section
Theatre Equipment & Supply Mfrs. Assn.
1501 Broadway, Room 2411, New York, N. Y. 10036
Phone: OXford 5-7828

The NEW YORK Scene

By Mel Konecoff

A COUPLE OF VICE-PRESIDENTS PLAYED TO STANDING ROOM ONLY THE other day. It all happened at the Warners home office where area exhibitors, field men, theatre promotion and advertising experts crowded into the projection room at the first of a series of seminars devoted to the advertising, publicity, exploitation, sales promotion, and theatre presentation techniques for La Scal Opera Company's film production of Puccini's 'La Boheme." The vice-presidents were Morey (Razz) Goldstein, who is also general sales manager, and Richard Lederer, in charge of advrtising and publicity. Also starring in the presentation was Ernie Grossman, national manager of publicity, exploitation, and promotion.

Golstein, after looking around at the jammed room, wryly observed that he didn't know of a group less qualified to attend a cultural seminar. He has been advised that there is a cultural explosion in effect across the country despite the Beatles and similar groups, and he admitted that Warners still has to feel its way and learn how to sell the initial cultural entries to be released by the company.

The pattern on "La Boheme" will differ as to release from their "Hamlet" since they have better control of the film. This one will be released in three waves in different areas in successive weeks. In other words, four premiere performances will be given in 350 theatres on Oct. 20 and 21; in 350 other theatres on Oct. 27 and 28; and in 350 more theatres on Nov. 3 and 4. He rejected offerings of lengthy bookings to keep the policy uniform.

If the encouragement is there businesswise, Goldstein predicted that Warners will supply three or four features of this type yearly. Only one circuit turned down "Hamlet" and "La Boheme" because they couldn't get an advance look at the film, which he thought was ridiculous as theatres have nothing to lose by booking the films for four performances mid-week when business is normally slow. He also noted that "La Boheme" will be able to play drive-ins, and could do very well there. This was not possible with "Hamlet" because of the poor quality of the prints.

Goldstein urged exhibitors not to cheapen the project by reducing their prices but offering of discounts to students was feasible and preferable.

Lederer stated that the company was not offering any mumbo jumbo that was in order with "Hamlet." He wasn't sure how large the so-called opera audience was in this country, but he expected it to be considerable. A large turn-out of school pupils could be expected if exhibitors offer cooperation locally. He also noted that there will be some who will hate the film, but as pseudo-intellectuals, it will be the in thing to attend the showings anyway. If the engagements come off, he opined, it could bring back patrons too long away from theatures. The bookings could even mean the start of subscription series in theatres with as many as four features being played each year. It will require greater concentration on the local level to bring the events off successfully.

Grossman went into detail on the use of the extensive kit that is being supplied to participating exhibitors, and radio spots, trailers, etc., were put on for attendees.

Matty Polon, executive vice-president of RKO Theatres, detailed the manager cooperation and group sales efforts of his circuit. Local organization representatives will be asked to cooperate at meetings held in theatres, and they will even be taken on tours of each house to show them how the theatre operates and to give tem a rooting interest in show business. Golden Age groups wil be approached, and he expected that reaction in that area should be impressive.

Fred Herkowitz, advertising and publicity director for the circuit, showed some of the lobby pieces that were especially constructed for "La Boheme," and he also outlined many phases of the campaign being put on by the circuit.

TRAVEL NOTE: MGM'S SI SEADLER OBSERVED THE OTHER DAY HOW YOU really can't get away from movies. It seems that his son, Steve, took the family on one of those treks through the wilderness during the summer, and while investigating the hinterlands of the Dakotas, they came across what appeared to be an ancient abandoned fort. They delved and explored, and sure enough some one came up with an imprinted legend announcing that this was the site on which MGM's "How The West Was Won" was filmed. MGM, like that famous paint, covers the world.

A MATTER OF PROMOTION: REX MORGAN IS A TELEVISION PERSONALITY eagerly awaited on WFIL-TV in Philadelphia. Now, we don't know how he wangled a part in Blake Edawards comedy, "What Did You Do In The War, Daddy?" but we'll ask him the next time we see him on a junket. Anyhow, it seems that he was an Army officer for 15 years and was chief mortician in the European Theatre, which allows him to slay his audiences. He has been so good in his test scenes that he was promoted to the part of a two-star general in the Edwards comedy for UA release. We can hardly wait to see him in operation on the big screen.

Durwood's "Little Theatre"

KANSAS CITY—Ten theatres of the Durwood circuit are now in operation in greater Kansas City, following reopening of the Studio and Midland Theatres.

The Midland was purchased by the Durwood firm last spring and given a major restoration.

When the circuit did over the Midland it also renewed the Studio with a new screen, new projection and other equipment.

The Studio is unusual on several counts, having only 150 seats, being situated in the lower lounge of the Midland, and having individual director's chairs for each patron.

Durwood has a second capsule theatre, the Academy, with 125 seats that is located in the upper lounge of the Empire Theatre (Cinerama).

New Dallas House Opens

DALLAS—B. R. and Gordon McLendon, father and son broadcast-motion picture team with headquarters in Dallas, opened their second major theatre here in three months, the Park Forest, fifth McLendon-owned theatre in the city.

The Park Forest will start as an "adult theatre," selling tickets only to theatregoers over 17 years of age.

"For some time, we have felt there was a definite place for a luxuriously appointed theatre that would offer the maximum comfort and relaxation for the adult movie fan," B. R. McLendon said in presenting his operating policy for the new theatre.

He stressed that the new theatre will not be what the industry terms an "art house," reasoning that he did not believe there was an immediate need in the surrounding neighborhood for foreign films or films of "limited appeal."

Both first run and classic motion pictures as well as the most memorable film products from Hollywood in recent years will be presented.

The new theatre has been furnished with "airliner lounge" seating and deep pile carpeting. The seats, the first of their kind here, recline in two positions, lending "den comfort" to viewing. A Walker "4000" crystal grain screen is specially designed for high intensity projection. The lobby has another "first," a checkroom for checking hats, coats, and parcels.

Architects Jack Corgan and Associates designed the 650-seat theatre. The all-glass exterior entrance is amplified by an all-mirror lobby wall. The inner lobby features a 200-gallon fish aquarium, sunken garden, and open waterfall pool.

Para. Bldg. Sale Okayed

NEW YORK—The sale of the Paramount Building in Times Square to David Rosenthal, realty investor, was approved by Federal Judge Wilfred Feinberg. Rosenthal paid $1,600,000 and assumed $8,500,000 in mortgages. There were no other bidders.

The building houses the Paramount Pictures home-office, the defunct Paramount Theatre, and offices of many other companies and individuals in show business.

New Redstone Twin Cinema Planned In Pontiac, Mich.

PONTIAC, Mich.—Redstone Theatres, Boston, will begin construction Nov. 1 on a Twin Cinema here, according to president Sumner Redstone.

Original plans called for auditoriums of different sizes. They have been changed so that bids are out for two houses, each seating 1,100.

The Redstone schedule on two auditorium houses reads: Cinema I and II, Toledo, O., last December; Cinema I and II, West Springfield, Mass., last November; Cinema I and II, Lawrence, Mass., last June; Cinema I and II, Louisville, Ky., in two weeks; followed by the twin Pontiac structure.

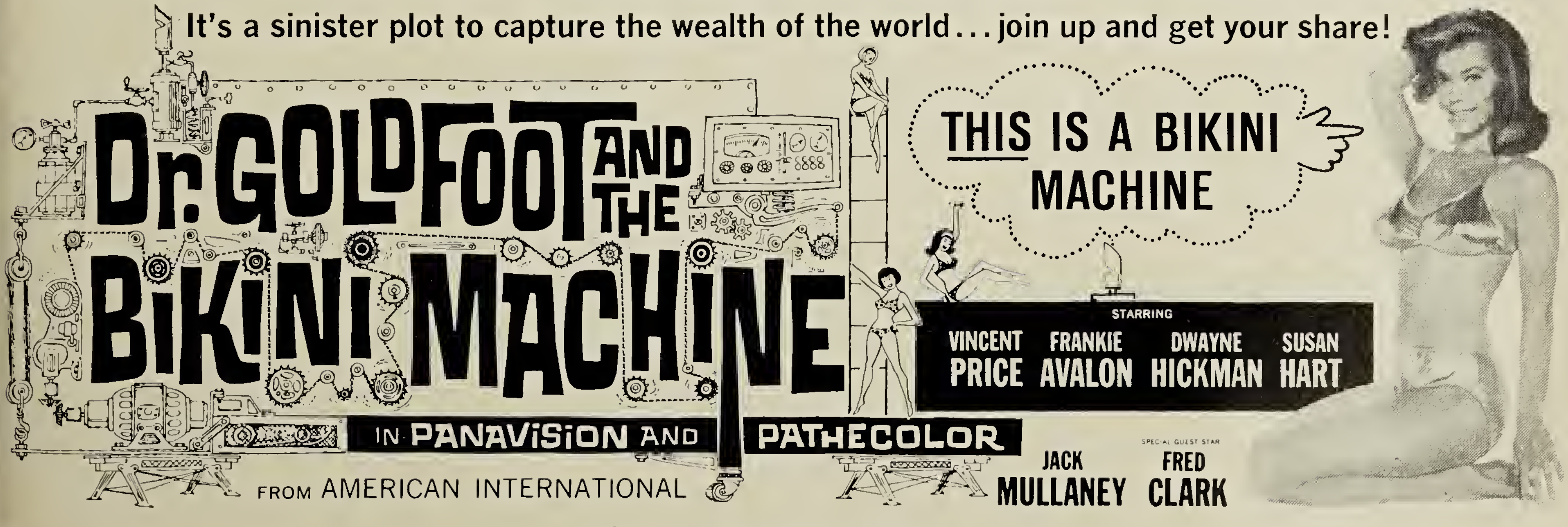
That there will be some departure from the design used on previous theatres is indicated by Sumner Redstone's remark that the Pontiac project "will benefit by the experience gained from the four Redstone Twin Cinemas already completed."

BUFFALO

Art Holt, general manager of WYSL AM-FM for more than five years, will assume a new position in the McLendon Corp. on Nov. 1, when he will become assistant to president Gordon McLendon with headquarters in Dallas. Holt will oversee the operations of McLendon's far-flung broadcast chain—seven AM and five FM radio stations. . . . Manager Sarkas Stephen, Wehrle Drive-In, Transit road, has been asked by the Clearence Town Board to build a higher wall around the outdoorer. In recent weeks, some non-family entertainment has been shown, and the Wehrle has become a magnet for curious youngsters. . . . The Elmwood, built by the late Frederick Ullman and one of the first of Buffalo's deluxe community houses, is to be demolished. A building permit has been issued to the Marine Trust Company to raze the theatre to make way for a parking lot. For many years the Elmwood was a link in the chain of Shea Theatres, operated by the late Michael Shea. A number of prominent industryites have been identified with the Elmwood, including George Erdman, Louis Eisenberg, Bob Demming, Carl Rindcen, Max Rosing, Edward Miller, now managing director of the Center; Frank Quinlivan, who managed the house for five years and is now Buffalo area manager for Dipson Theatres. In recent years, the Elmwood was operated by a number of independent operators, including Lou Levitch, now manager of Loew's Teck, and Al Wright, who closed the house several months ago. . . . Buffalo's motion picture theatres may be facing a dent in their downtown entertainment front monopoly, but the soon to be opened Studio Arena Theatre should not jeopardize their existences. That is the opinion of James J. Hayes, managing director, Cinema, a neighbor of the new Studio operation. "I suppose we could call this an intrusion into our area, but is it a good intrusion as far as I am concerned," said Hayes, who also is a past chief barker of the Buffalo Variety Club. "I am a firm supporter of live theatre, and I think this is a wonderful idea," he added. Hayes expressed no worries about the resident company eating into his box office. "They should be more of a help than anything else," he said. "It is better to keep our entertainment in a central downtown location rather than in a distant suburb or section of the city. . . . Anything that helps downtown Buffalo will help all of us. If business is brought downtown, everybody benefits." Actually, Hayes would welcome even more competition. "I see a need even for another small motion picture theatre like ours in the downtown area," he said." There may still be a shortage of Hollywood films, but there is a lot of good art product available if we had theatres to accept it." . . . The Buffalo delegation to the Variety International convention in London, April 19-22, 1966, is swelling. Among those already expressing their intention to go to the big pow-wow are Thomas W. Fenno, past chief barker; James J. Hayes, past chief barker; Mr. and Mrs. Ralph Buring; Mr. and Mrs. Gordon Kahen; Mr. and Mrs. Elmer F. Lux; Mr. and Mrs. Jack Chinell; Mr. and Mrs. Myron Gross; Mr. and Mrs. Irving Cohen. The sympathy of the members of Tent 7 goes to chief barker Tony Kolinski upon the passing of his mother, Mrs. Audrey Kolinski. . . . The first Women of Variety, Tent 7, meeting of the fall and winter season has been called for Saturday, Sept. 25, by president Barbara Quinlivan, at which time activities for the ensuing year will be discussed. . . . Anthony T. Kolinski, chief barker, Variety Club, announces that Tent 7 has entered the Sir Billy Butlin Incentive Scheme (which deals with overall activities of the various clubs), and that the Buffalo club is in second place, with a total of 85 points, in the initial report from international headquarters. The leading tent is Los Angeles, with 87 points. Kolinski gives Jim Hayes, past chief barker, credit for his efforts in compiling the material and submitting the monthly entries. . . . Fred Keller, who operates the Circle Art, Buffalo, and has taken over the Glen Art, Williamsville, has engaged the architectural firm of Fontanese and Halfpenny to completely redesign, renovate, and refurbish the Glen Art. All present seating being removed, a new fireproof floor is being laid, and comfortable, wide, completely cushioned seats are being installed. The walls are being fireproofed and redecorated, the inner and outer lobbies are being redesigned, and the entire theatre is being recarpeted from the front entrance to the proscenium arch. Present plans call for the Glen Art to open its doors about Oct. 1. . . . The Lackawanna City Council has given preliminary approval to an ordinance granting a franchise to Lackawanna Cablevision, Inc., for the installation of a community television reception and distribution system. The new firm, whose parent company is the Buffalo Antenna Co., plans to erect four tv transmitting twoers on city incinerator premises near the Lackawanna Municipal Stadium. The height of one tower will be 300 feet. Included in construction will be a building to house electronic equipment and general offices. Contracts already have been arranged with Niagara Mohawk Power Corp. to use their existing utility poles for carrying the cable system over city streets. A public hearing prior to final adoption of the ordinance granting the franchise will be held Sept. 20 in Lackawanna Council Chambers. According to state law, the franchise would be renewable every five years. . . . The Jamestown, N. Y., City Council has passed a resolution declaring void the sale of a piece of property to Jamestown Cablevision, Inc. The company had intended to install a cable tv antenna on the property but withdrew its bid when residents of the neighborhood objected. . . . P. Randol Stone has been elected president of the Automatic Equipment Corp., vending machine subsidiary of the Service Systems Corp., chairman Henry H. Wheeler of Service Systems has announced. . . . Fred Keller, manager, Circle Art, has pulled another first. The enterprising exhibitor presented the Brandenburg Chamber Orchestra in a special concert on the Circle Art stage. . . . The Tent 7 Bingo committee reports that profit for the month of August was $1,778.27. Chief barker Tony Kolinski says the committee is still in need of willing helpers. The games are held every Wednesday night in the Genessee, and the funds raised go to aid in carrying on the Tent's charity activities. . . . Richard Hayes, who worked a decade or so ago in the Buffalo Paramount exchange as a salesman, died in Ottawa, Canada, on Labor Day. Hayes also worked as a booker and salesman in the Albany area. . . . Carl Schaner, manager, Century, is getting a lot of good will for his theatre through the staging of a three-day cooking school Sept. 28, 29, and 30, jointly sponsored by the Buffalo Evening News, the Iroquois Gas Corporation, and the Retail Merchants Association.

CHICAGO

The 1,300 seat Teatro del Lago, Wilmette, Ill., permanently closed its doors on Sept. 10. The house was built 40 years ago by veteran theatre owner Sam Meyers, who was unable to get zoning permission to allow him to develop additional parking space. This failure necessitated the sale of the theatre site to Plato Foufas for the site of a shopping center complex. . . . Frederick E. Strauss, 48, producer of educational films for over 25 years, died at his home. He worked for Encyclopaedia Films, Inc., Wilmette, Ill. . . . Louis Garfinkle was named controller and assistant to the president of Filmack Trailer Company. . . . Michael Kutza, Jr., producer-director of the upcoming Chicago International Film Festival, reports that the committee has already received more than 300 entries from around the world. . . . Vikki Vickrey is exhibiting her latest collection of oil paintings in the Little Gallery of the Esquire Theatre. . . . "The Sound of Music" at the Michael



It's a sinister plot to capture the wealth of the world... join up and get your share!

Dr. GOLDFOOT AND THE BIKINI MACHINE

THIS IS A BIKINI MACHINE

STARRING
VINCENT PRICE FRANKIE AVALON DWAYNE HICKMAN SUSAN HART

IN PANAVISION AND PATHECOLOR

FROM AMERICAN INTERNATIONAL

JACK MULLANEY
SPECIAL GUEST STAR FRED CLARK

©1965 American International Pictures

Todd, "Those Magnificent Men In Their Flying Machines" at the Cinestage, and UA's "The Greatest Story Ever Told" at McVicker's Cinerama returned to their regular schedule of 10 performances weekly, after having daily matinees during the summer vacation months. . . . Mrs. Elmer Balaban, wife of a member of the Balaban theatre family, was robbed of a $77,000 diamond ring by four gunmen. . . . Evanston City Council administration committee called for further reworking of a proposed amendment to the city's motion picture censorship ordinances.

CINCINNATI

Bob Rehme, UA field representive, and his wife Kay, formerly secretary for Tri-State Theatre Services, are the proud parents of Robin Adriene, born Aug. 28. . . . Michael D. Beinner, MGM field representive here, has been transferred to the Dallas exchange. His new territory includes Denver, Kansas City, and Oklahoma. . . . Alex Barron, New York, is new manager of the Shubert Theatre. . . . Florence Kipp, one of the few women in the nation to manage major theatres, closed out her 30-year career with RKO Theatres when the Grand closed Sept. 1. After a short vacation, she will return to resume her career since she does not intend to retire to loaf and play golf. . . . James C. Keefe, 73, former publicst for 20th-Fox, died Sept. 5. . . . Mrs. Mollie Asche, 74, widow of William Asche, operator of one of this city's first movie theatres, died Sept. 1.

COLUMBUS, O.

Grand Cinerama has booked "The Greatest Story Ever Told" as a hard-ticket attraction, starting Oct. 5. . . . Site at State and Pearl streets, including Loew's Ohio, was offered to the state for a new health skyscraper. Offer was made by W, H. McAllister, real estate agent. The state favors a site at Broad and High streets, one block north of the theatre site. . . . Ken Prickett, executive secretary, Independent Theatre Owners of Ohio, announced the signing of two new members of the association. They are Edward J. Bialorucki, Ohio Theatre, Toledo, and Mrs. Helen George, Wapa Theatre, Wapakoneta. . . . Free name entertainment will be offered at the 1966 and 1967 Ohio State Fairs, it was indicated by fair manager E. J. Keirns, thus giving central Ohio theatres the same kind of stiff opposition caused by the gratis policy at the 11-day 1965 fair. Keirns said the 1966 fair may be extended to 12 days and the 1967 fair may run for 14 days. Fair attendance was over 900,000. Keirns is shooting for the million attendance mark next year. Holders of general admission fair tickets were permitted to see the star acts without additional payment. Headliners included Andy Williams, Art Linkletter, Jimmy Dean, Dean Clark, the Hullabaloo show, Mike Douglas, the Cleveland Summer Orchestra, and the "Bye Bye Birdie" musical.

DALLAS

The Tower and Inwood, with the beginning of the school season, will revert to the 10 performances a week policy for their current road shows, "Those Magnificant Men and Their Flying Machines" at the Tower and "The Sound of Music" at the Inwood. Evening showings will begin at 8:15 p.m. Monday through Saturday and 7:30 p.m. on Sunday, plus 2 p.m. matinee showings on Sunday, Wednesday, and Saturday. . . . Azalea Film Co. has entered into agreement with American International Pictures of Hollywood to produce a series of motion pictures for worldwide distribution for theatres and television. Azalea, a local company, has engaged Larry Buchanan Productions, Inc., to produce full length features, with production to start at once. The directors of Azalea Film Co. are Edwin Tobolowski, Norm Levinson, and Henry D. Schlinger. Tobolowski and Levinson are also affiliated with Academy Theatres, Inc., serving respectively as vice-president and president of the theatre company, along with J. J. Rodriguez, vice president. . . . The new Festival, which is being created from the old Dallas Little Theatre by Academy Theatres, Inc., has decided to have its public opening on Sept. 21, instead of Sept. 22. The first attraction will be "Darling," which will have a special invitational preview on Sept. 20. . . . Don Foster has been named southwest district manager here for United Screen Arts. He was for 17 years with Paramount and was here for five years. . . . England's Margot Fonteyn and Russia's Rudolf Nureyev will be seen on film in Dallas as the stars of "An Evening with the Royal Ballet," to show for two days only, Oct. 6 and 7, at the Palace.

CAPITOL THEATRE
THE
COLLECTOR

Max Chasens, Capitol, Atlantic City, N. J., recently clowned on the advertising-prohibited beach in a promotion for Columbia's "The Collector." The beauties are Zina Palakoff, Leslie Gold, Terry Labov, and Nancy Weingarten.

DENVER

Norman Neilsen and George Gaughan have broken ground for their new $500,000 Continental Theatre, which will be erected in Denver's southeast section at the Valley Highway and Hampden. Neilsen, one time RKO Radio Pictures branch manager in Des Moines, more recently has managed the Cooper Cinerama here. Gaughan was an executive of Cooper Theatres in Lincoln until he resigned to form the new corporation, which is expected to build three modern hardtops in the Denver area. . . . Mr. and Mrs. W. Hipscher, Igloo, S. D., who manage the Post Theatre there, have been visiting their daughter in Montana. . . . New equipment and ice machine has been installed by John Burton in his Nile Theatre, Mitchell, Nebr., and he also remodlled the concessions stand. . . . New 35-70 mm projectors have been installed by National Theatre Supply Co., in the Fox Centre here. . . . The West Drive-In, Torrington, Wyo., owned by Bob Heyl, was broken into, and thieves made away with not only the money but the cash register as well. . . . Mr. and Mrs. John George, State Theatre, Rapid City, S. D., will see their daughter, Jeni, off to the University of Wyoming this fall. . . . The son of Dorrance Schmidt, Trail Theatre, Bridgeport, Nebr., will enter the University of Nebraska as a freshman this year. . . . The Dogie Theatre, Newcastle, Wyo., has a new manager. He is former MGM booker Bill Saxton. . . . Sinplex in-car speakers have been installed in the Silver Star Drive-In, Wallace, Idaho. . . . Virgil Stahley has remodeled the lobby and foyer of the Goodhand Theatre, Kimball, Nebr. . . . Flash floods caused considerable damage to Al Kane's Fiesta Drive-In, Las Cruces, N. M., recently.

DETROIT

Stephanie Belmont has joined the Clark Theatre Service orgainzation where she handles film statistics. She was formerly a statistician at General Motors. . . . In Flint, Mich., it was recently reported that due to an uproar of outraged citizenry at the expected immoral showings, the City Commission on grounds of "morality" refused Nathan Schwartz a license to operate the Royal. Schwartz betook himself to court and won. The verdict of Cricuit Judge John Baker summed it up thus: "Indications clearly show there were no valid reasons of facts demonstrated which would justify refusal of the license application."

HOUSTON

Construction is progressing on schedule on the Interstate Theatre Circuit's Clear Lake City theatre, and completion is expected about mid-December, according to Gene Murphree, president, Gene Murphree Corporation, special contractors. The 1,000 seat theatre is being built on a 70,000 square foot site in the Clear Lake City Community Center. Irving Klein & Associates is the architect. . . . "The Sound of Music" is now in its 25th week at Interstate's Alabama with 10 performances weekly on a reserved seat basis. . . . Friday night is Student Date Nite at the Yale, where Alvin Guggenheim is manager. Doors open at 5:30 p.m. for the triple feature program. . . . Foley's local department store is offering theatre patrons the opportunity to charge tickets on their store account at the Ticket Center located in the downtown store, in Sharpstown and at Pasadena. Tickets may be purchased for Cinema I and Cinema II at Northline, where "Those Magnificent Men in Their Flying Machine" is showing, and for the Gaylynn, where "The Greatest Story Ever Told" is being shown on a roadshow basis at new family prices. . . . The tricky Aston Martin sports car used by secret agent James Bond in "Goldfinger" will be a feature of the Royal Marine Tattoo here Nov. 24 and 25. The Marine Tattoo will tour 40 U. S. and Canadian cities this fall.

JACKSONVILLE

Tom Sawyer, Florida State Theatres home office executive of this city and president of the Motion Picture Charity Club of Florida, has scheduled the MPCC's annual membership social outing and banquet for Veterans' Day, Nov. 11. He stated that the affair will include an invitational golf tournament at the Jacksonville Beach Country Club under the chairmanship of Robert Farber, Stein Theatres executive of this city. . . . The staffs of all Film Row offices were temporarily depleted as a large contingent of WOMPI members left here for the group's annual convention in New York City at the Astor Hotel. . . . Al Hildreth, manager, downtown Empress, subbed for Art Castner at the suburban Edgewood as the latter vacationed in New York state. Covering for Hildreth at the

Empress was James Taylor, former assistant to Ted Chapin at the Daytona, Daytona Beach, who is expected to be inducted into one of the U. S. armed services in late September. Taylor is a former usher at the Empress who had management training under Hildreth before going to Daytona Beach. . . . Carroll Ogburn, Warner Bros. manager, left for a company sales gathering in New Orleans. . . . Ann Cason, cashier at the downtown Imperial, underwent major surgery at the Baptist Hospital. . . . The dapper new night doorman at the Empress is Manohar L. Checker, a retired printing salesman who is a native of Pakistan. He replaced Lawrence Lancaster, who recently made an appearance on "To Tell the Truth," a nationally televised program which originates in New York. A panel of experts failed to guess that Lancaster, who formerly taught marine biology at a college in the Kingdom of Tonga, a new nation which had been a British protectorate in the South Pacific, came to this country as the sponsor of John Hakaumotu Fatu, a young Tongan who is here on a student's visa to study marine biology. . . . Howard Pettengill, independent film exploiteer from Miami, came in to work with Walt Meier, manager of the downtown Florida, on an advance exploitation program for special showings at advanced prices of "An Evening with the Royal Ballet," filmed at the Royal Opera House, Covent Gardens, London, and distributed in this country by Allied Artists. . . . Many downtown theatre patrons are reaching their destinations via "The Downtowner," a well-marked vehicle which provides free service to persons traversing the downtown area only as a courtesy of the Jacksonville Chamber of Commerce. . . . Hurricane Betsy put a big dent into patronage at local theatres for a period of nearly two weeks by keeping several thousand Navy personnel tied up with emergency duties as shore installations or manning many vessels which were put to sea as a safety measure. When the weekend of Sept. 10-12 arrived, Betsy's threat to Florida had ended, and Navy men by the thousand enjoyed liberties in town. . . . Two-a-day presentations of "La Boheme," a Warner Bros. film presentation of the La Scala Opera Company production of the Puccini musical classic from Milan, Italy, will be a special offering of the Florida, Oct. 20-21. . . . Joe Charles, manager, suburban Capitol, and Mrs. Charles were spending their vacation for a second year in touring the New York World's Fair. Holding forth at the Capitol was Bill Gowey, who formerly managed the Howell, Palatka, and later the Plaza, Orlando. . . . Florida State Theatres has four local first-run theatres, and the downtown Imperial and the suburban Edgewood take turns with one of the four first-run policies, while the Florida, Center, and San Marco Art keep their first-run or reissue policies intact continuously.

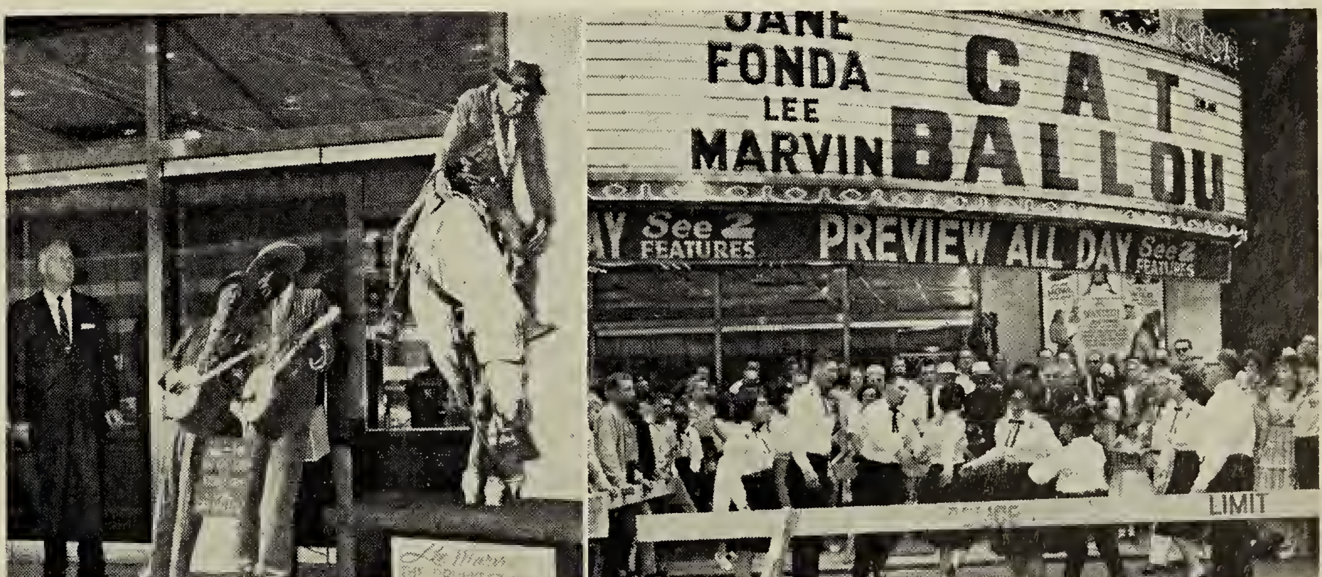
MIAMI, FLA.

Services were held for Harold K. Carrington, 65, a news and short subject cameraman who worked for motion picture companies throughout the nation. Carrington worked for Columbia Pictures, Nationwide Pictures, Sterling Movies, Inc., and was cleared by the British government to cover the royal family whenever they came to the Bahamas. He was a member of Tent 33, Variety Club of Miami. . . . In Broward county, Hurricane Betsy caused far less damage than did last year's "Cleo." Most serious damage was at the Sunrise Cinemas and the Florida, where severe marquee breakage and a considerable loss of glass paneling seemed to be the extent. Jack Hegarty, manager, Sunrise Cinema, reported the theatre opened as soon as power was available. Manager Dean Every, Pompano Cinema, reported that other than the big "Cinema" letters being lost, everything else was shipshape and in operation. The Coral Ridge, which lost its sign last year, opened at 5 p.m. the evening following "Betsy," with only a little water to wipe up in the lobby. The Florida in downtown Ft. Lauderdale reported no damage, and the Plantation lost just a little marquee glass. Both of these also opened the evening following the hurricane. In Miami, the Mayfair Art experienced high water and will probably not be open for about 10 days. Although the North Dade Drive-In suffered considerable damage, it was open for business within three days. The 163rd St. lost its attraction sign, but continued to attract patrons nevertheless. . . . Randy Covington, Essex, was hospitalized but hopes to be back on the job soon. . . . A new theatre for Lauderhill Mall in Broward County under the Mitchell Wolfson banner seems to set.

WOMETCO
40th ANNIVERSARY
1925-196
Jordan-Marsh Department Store in Miami, Fla., recently gave this window to Wometco Theatres on the occasion of their 40th birthday celebration.

MEMPHIS

Lyric, Oxford, Miss., closed since Aug. 22, reopened on Sept. 15. . . . Local downtown theatres participating in the collection for the Will Rogers Memorial Hospital were Malco, Warner, Palace, and State. The local WOMPI chapter sponsored the collection under the supervision of Mrs. Mae Carper, Columbia, chairman of the industry relations committee. Assisting her were Mrs. Martha Sappington, Columbia; Mrs. Evelyn Rushing, Universal; and Miss Eva Caldwell, Metro-Goldwyn-Mayer. . . . Jack Lowrey began operation of Lowrey, Russellville, Ark., on Sept 2. . . . William Shapiro, for many years connected with Airway Theatre, is dead after an illness of several months. . . . Following the gala party to formally open Memphis Tent 20 Variety International's new quarters at the Chisca, chief Barker Fred P. Gattas announced plans for a membership campaign. The tent plans all out competition in the Sir Billy Butlin Incentive Plan. The local tent plans upon great effort to capture a sizeable part of the $50,000 in prizes offered to the world's top three tents. "Most of our backsliding has been the result of carelessness and lassitude," chief barker Gattas said in urging every barker to engage in a special missionary effort. . . . Connie Richards, Commercial Appeal amusements editor, reports that family films are enjoying strong support currently in Memphis. She offered as evidence the nearly six months run of "The Sound of Music," continuing at the Paramount, and good houses for "Shenandoah" at the Malco. . . . Warner Theatre will present four showings on Oct. 20-21 of the film version of Puccini's "La Boheme" by the La Scala Opera Company. . . . "Top Hat," a monthly magazine devoted to the interests of Memphis Tent 20 and Variety International, made its initial appearance in August. The publication is edited by property master Watson Davis, with the assistance of Tommy Baldridge. "The magazine will be of substantial assistance in our efforts to win the $30,000 top award in the Sir Billy Butlin Incentive Plan, as well as giving us adequate communication with our barkers," states chief barker Fred P. Gattas. . . . The Women's Auxiliary of Memphis Tent 20 held a white elephant sale. Mrs. Conrad Bach was in charge. Admission was one usable white elephant. . . . Fall activities for the Better Film Council began with a meeting at the Memphis Public Library with Mrs. James Fay Hall presiding. Mrs. Merrill Parrish Hudson reviewed a novel, and Mrs. Tom Spalding reported on current movies and events. . . . Malco Theatres, Inc., reopened U-Ark Theatre, Fayetteville, Ark. . . . Halls Theatre, Halls, Tenn., reopened. . . . The Malco, Memphis, is again having its shoppers' special matinee showings, so popular in 1964. These 9:30 a.m. shows are in cooperation with a large department store. . . . Gregory Carey, veteran showman who died recently in Caruthersville, Mo., is being mourned in the mid-south area of the industry.



William Kanefsky, manager, Stanley-Warner Stanton, Philadelphia, left, is seen beside two of the animated cut-outs orignated for Columbia's "Cat Ballou" which were executed by Trinagle Studios; and, right, square dance staged in front of the downtown theatre on busy Market Street in connection with the opening of the film. "Cowboy" Jack Howard, extreme right, Arcade Music Center, was instrumental in bringing in the authentic upstate Pennsylvania folk dancers.

NEW HAVEN-HARTFORD

Two more long-shuttered Connecticut situations—the 400-seat Rialto, Windsor Locks, and 440-seat Abby, Southington - resumed weekend operations charging 90 cents, adults; 75 cents, students; and 50 cents, children. Theatres are owned by Windsor Locks Rialto Corporation and Southington Colonial Corporation. Initial attraction in both theatres was Buena Vista's "The Monkey's Uncle." . . . Alfred Alperin, General Cinema Corporation's Meadows Drive-In, Hartford, hosted a special showing of Honda motorcycles and motorbikes, in conjunction with opening of UA's "What's New, Pussycat?" Milton LeRoy, Blue Hills Drive-In, Bloomfield, advertised, "Free Admission for All Pussycats," when he opened this same film. . . . Tom Barrison was relief manager while Jack Connell, L & G Cine Webb, Wetherefield, vacationed on Cape Cod, Mass. . . . Milton L. Daly, Stanley Warner State, Manchester, promoted a Manchester Evening Herald coloring contest . . . . The Republican Town Committee of Hartford has indorsed Theodore J. diLorenzo, incumbent, for the City Council campaign. Attorney diLorenzo is son of the late Connecticut industry pioneer A. J. diLorenzo and nephew of Mickey Daly, president, Daly Theatre Corporation, Hartford. . . . The Lucca-family operated 850-seat Lyric, Hartford subsequent-run has resumed full-time operations, after several months of weekend programs. . . . Metropolitan New Haven economy is booming at an incredible rate, according to Chamber of Commerce's latest newsletter. Employment has passed the 140,000 mark for the first time in history, and number of accounts in commercial banks has doubled last year's figure. . . . One thousand youngsters attended the 21st annual "Back to School" traffic safety show at the Perakos Theatres' Beverly, Bridgeport, according to theatre manager Henry Cohan. Television personalities, on stage, urged children to obey traffic signs on their way to and from school. MGM's "Flipper's New Adventure" was shown. Matinee's costs were paid by four area automobile dealers. . . . RKO General, owner-operator, WHCT-TV, America's sole on-the-air experimental subscription television station, has kicked off a $50,000 advertising campaign in a concerted effort to double its present 5,000 subscriber roster in Hartford.

PROGRESSIVE ELECTRIC
CONSTRUCTION CO. INC.
240 N. 13th ST. • PHILADELPHIA 7, PA.
35 Years of Theatre Construction and Maintenance

CLARK TRANSFER, INC.
Terminals:

- BOSTON, MASS
  818 Albany Street, Roxbury 617-268-4682
- NEW YORK, N. Y.
  603 W. 46th Street . 212-246-0815
- NORFOLK, VA.
  316 South Main Street 703-545-3832
- PHILADELPHIA, PA. (Executive Offices)
  829 North 29th Street 215-232-3100
- RICHMOND, VA.
  312 South 17th Street 703-648-6083
- TAMAQUA (HOMETOWN), PA. 717-668-1727
  RD # 2
- WASHINGTON, D. C. 202-526-4800
  3194 Bladensburg Road, N. E.

PHILADELPHIA

Warner Brothers' home office sales executive Jules Lapidus, local branch manager William Mansell, and publicity representative Irving Blumberg hosted area exhibitors for luncheon and a discussion on release and promotion plans for "La Boheme" at the Vine Street Screening Room. . . . Elmer Hirth has returned to theatre operation with the William Goldman Circuit. . . . Judge Stanley M. Greenberg, recently elevated to the bench as a judge of the newly created Philadelphia County Court of Common Pleas Number Nine, will be honored at a luncheon by the Variety Club Tent 13 in the grand ballroom of the Bellevue-Stratford Hotel on Oct. 4, it was announced by chief barker David E. Milgram. Norman Silverman is chairman of the luncheon committee. Judge Greenberg is a member of the local Tent. . . . Stanley Goldberg, National Screen Service branch manager, is on a European vacation to Portugal, Spain, France and Italy. . . . Carol Smelstoys, Dave Rosen's secretary at Mutual Films, was held up at the 13th St. exchange.

SAN ANTONIO

"The Sound of Music" is going into its 23rd week at the North Star Cinema II and still playing to capacity crowds. Reservations are necessary, but good seats can usually be obtained, although last Sunday 400 people had to be turned away from the two performances. In view of the good patronage, Ted Waggoner, manager, Cinema I and II, has decided to continue the policy of holding a matinee performance every day as well as an evening performance. . . . Quite a number of favorite movies are having long runs in San Antonio's neighborhood theatres. "In Harm's Way" is now in its fourth week at the Laurel; "Lord Jim" is in its sixth week at the Josephine; "Cat Ballou" is in its fourth week at the Olmos; "A Very Special Favor" is in its third week at the Broadway; "Von Ryan's Express" is in its second week at the Woodlawn, and "What's New Pussycat" is in its second week at Cinema I. . . . Lynn Krueger, manager, downtown Interstate flagship, Majestic, has booked the double bill of two Dean Martin and Jerry Lewis films, "Living It Up" and "Pardners," following a two week run of "The Saboteur-Code Name: Morituri." . . . Norman Schwartz, manager, Interstate's downtown Aztec, has added "Dr. Strangelove-Or How I Learned To Stop Worrying and Love the Bomb" to the program featuring the Dave Clark Five in "Having A Wild Weekend." . . . Hollywood cowboy Tex Lee is making a personal appearance here with his Las Vegas Girls as part of a promotional campaign for the Tom Benson Chevrolet Co. . . . Buddy Ochoa, known in Hollywood as Barik Trone is currently visiting his parents here, Mr. and Mrs. Ramon Ochoa. His biggest part to date is a scene he shares with Barbara Nichols, Jonathan Winters, and Bobby Morse in "The Loved One," soon to be released. He was also selected by Anne Bancroft to do a Watusi dance in her forthcoming picture, "The Slender Thread." . . . Gustav Lavenant, owner, Haydee, Dilley, Tex., was in on a booking and buying trip. . . . R. A. Barron, owner, Independent Theatre Supply Co., is scheduled to enter the Medical Arts Hospital for additional surgery. . . . Shopping in town and in on a business trip from Mexico City and Guadalajara were Adrian Sosa and Senor Gran. Gran is owner of a large theatre supply company and two theatres. . . . Vivian Scoggins, secretary to Tom Powell, city manager, Cinnema Arts Theatres, is sending congratulations and birthday wishes to her son, Johnny Anthis, his wife, and new grandson at Frankfort, Germany. Anthis has been promoted to Commanding Officer of the 69th Engineering Co.

SEATTLE

Hi Martin, Universal general sales manager, accompanied by Abe Swerdlow, was in town from Los Angeles for a meeting with Seattle branch manager Russell Brown and his staff. . . . The Princess, Edmonds, closed for about a month, will reopen remodeled and with a new policy under new owners. Jim Selvidge, owner, Ridgemont, and Bud Saffle, Saffle's Theatre Service, have taken over the Princess, which closed when the former operator retired. . . . Gary Dupen, formerly Metro booker, has accepted a position as salesman for Warner Bros. Phillip R. Moore, Jr., former assistant, has been promoted to full booker at Metro to fill the vacancy. . . . Duane Nicholas is a new employee in the booking department of Paramount, and Constance MacNair is new in the secretarial department. . . . "Show Day," sponsored by the Seattle tent of Variety Clubs International, raised about $6,000 for the tent's principal charity, the Variety Heart and Cancer Clinic of the Children's Orthopedic Hospital. All major circuits in the Seattle area participated, with each movie house contributing all of its box-office proceeds on the particular day. The idea was initiated by Dwight Spracher, chief barker and "man of the year." Other active Variety workers included Bud Saffle, Jack Engerman, Frank Christie, Jim Bonholzer, Fred Danz, and Zollie Volchok. Plans are to make Show Day a state-wide event next year, with hopes that eventually a national project will result in the total income for one day from every movie house in America. . . . The Midway Drive-In will be completely razed and rebuilt as one of the "finest in the west coast," it was announced recently by James R. Bonholzer, general manager of United Drive-In Theatres. The latest developments for drive-in construction will be utilized, with room for more than 1,000 cars, compared to the present capacity of 758. In addition, plans call for a new and larger snack bar, plus one of the largest screens. The announcement of the rebuilding coincided with the 25th anniversary of United Drive-Ins, which operate a total of 12 in the Puget Sound region, including Seattle, Everett, Aberdeen, Bremerton, and Tacoma.

REVIEWS

The famous pink paper SAVEABLE SECTION in which Experienced Trade Analysts evaluate coming product

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 26 year old service is both numerically more complete and informatively more candid, than any similar analysis. Cumulatively numbered by film seasons (September to September). It is recommended that readers consecutively save all REVIEWS section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined the every second week, yellow paper SERVISECTION indexes to the past 12 months' product, and the alternating every second week pink paper REVIEWS, represent a unique informative service to theatremen.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.

SECTION TWO SEPTEMBER 22, 1965
Vol. 74, No. 8

BUENA VISTA

That Darn Cat

COMEDY
116M

Buena Vista
(Technicolor)

ESTIMATE: Attractive Disney entry for whole family.

CAST: Hayley Mills, Dean Jones, Dorothy Provine, Roddy McDowall, Neville Brand, Elsa Lanchester, William Demarest, Frank Gorshin, Richard Eastham, Grayson Hall, Tom Lowell, Richard Deacon, Iris Adrian, Ed Wynn. Directed by Robert Stevenson, produced by Walt Disney, co-Producers, Bill Walsh and Ron Miller.

STORY: A Siamese cat belonging to Hayley Mills wanders into an apartment in the neighborhood in which are hiding bank robbers Neville Brand and Frank Gorshin, who are holding bank teller Grayson Hall hostage. It is evident that as soon as the coast is clear, they mean to kill her to keep their identities a secret. Hall manages to scratch a partial message asking for help on her wrist watch which she slips over the cat's neck. When the animal returns home, Mills suspects that the watch is a plea for aid from Hall, and she goes to the FBI despite admonitions from older sister Dorothy Provine not to get involved. Agent Dean Jones is assigned to the case, but the cat proves uncooperative, and Jones is soon put to doing other things. Mills doesn't give up, and has him reassigned. This time, he puts a transmitter collar on the cat, which goes back to the apartment of the crooks. Jones follows, as does Mills. In a free-for-all aided by the cat, the crooks are apprehended, and Hall and the money are saved. Provine and Jones decide to spend some time getting better acquainted, and everyone is happy with the possible exception of the crooks and jolted suitor Roddy McDowall. The cat is hailed as a hero in the press.

X-RAY: This latest from the studios of Walt Disney is an entertainment gem for the whole family, which should thoroughly enjoy the on-screen nonsense from start to finish. Youngsters as well as adults should be pleased by the entry, which contains not only humor but also some suspense and even a bit of action. The use of Technicolor will provide an added assist to the efficient performances, fine direction, and stand-out production values. The screenplay by Bill Walsh and Mildred and Gordon Gordon, based on the Gordon's book, "Undercover Cat," holds interest on high from start to finish. There is also a song sung by Bobby Darin based on the title.

AD LINES: "Another Sterling Walt Disney Family Entertainment"; "An 'Undercover Cat' Helps The F.B.I. Trap Bank Robbers."

COLUMBIA

The Little Ones

Columbia
(English-made)

MELODRAMA
66M.

ESTIMATE: Good programmer.

CAST: Carl Gonzales, Kim Smith, Dudley Foster, Derek Newark, Jean Marlow, Peter Thomas, Derek Francis, Cyril Shaps, John Chandos, Diane Aubrey. Produced by Fred Robertson; directed and written by Jim O'Connolly.

STORY: Carl Gonzales is a nine-year-old colored lad, whose father has returned to Jamaica and whose white mother entertains gentlemen callers. Kim Smith is a nine-year-old white lad, who is unloved and unwanted at home and is frequently beaten by mother Jean Marlow, who also forbids his playing with Gonzales. They decide to run away to Liverpool where they hope to stow on a ship headed for Jamaica. They alight from a moving van, find an open car belonging to Lord John Chandos, and steal a suitcase to get some money to purchase food. They sell it to Derek Francis, a fence. Meanwhile, Chandos, an influential man, raises the dickens with police inspector Dudley Foster, who pressures his men. The case and most of the contents are recovered, while an alarm is sent out for the boys, who are picked up. Investigation reveals their home life is unpleasant, and the police decide to return them home with a warning. Enroute, they see their ship leaving. They learn from the escorting officer that there are plenty of ships leaving for Jamaica from their home city of London, and they cheer up at the thought of tomorrow.

X-RAY: Interest is present for both young and old in this entry that features the adventures of a pair of youngsters, one colored and one white, as they try to overcome home conditions that are less than desirable. The short running time means a rapid pace is in order. This coupled with competent performances, which are also natural, and good direction and production, makes for a desirable supporting entry for the program.

AD LINES: "They Ran Away From Home And Encountered All Kinds of Adventure"; "Two Nine-Year-Olds Face The World And Adventure On Their Own."

DO SAVE . . . pink REVIEWS

They provide a permanent evaluation of all features as caught by our skilled reviewers. Pages are cumulative numbered.

EMBASSY

The Little Nuns

COMEDY DRAMA
101M

Embassy
(Filmed abroad)
(Dubbed into English)

ESTIMATE: Cute offering for program.

CAST: Catherine Spaak, Sylvia Koscina, Amedeo Nazzari, Didi Perego, Umberto D'Orsi, Sandro Bruni, Annie Gorassini, Alberto Bonucci. Directed by Luciano Salce; produced by Ferruccio Brusarosco.

STORY: A group of nuns conduct school and run an orphanage in a small Italian town which lies in the path of thundering jets going to and from Rome, whose sound waves are destroying the convent's ancient fresco. Sister Catherine Spaak and Mother Didi Perego set out for Rome in an old car driven by handyman Umberto D'Orsi. Orphan Sandro Bruni stows away. Their car makes contact with airline general manager Amedeo Nazzari, but they are unaware of his identity. Later, after all kinds of complications, they get to see him. He tells them that he can't reroute the planes. Meanwhile, they make friends with his mistress, actress Sylvia Koscina, who is taken with Bruni, and she offers to help. Nazzari is faced with other problems, such as having a company executive after his job and planning to try and take over at a stockholders meeting. The nuns purchase some stock so they can state their case at the stockholders' meeting. They inadvertently reinforce Nazzari's position with the company. They also get him to agree to change the route of the planes as well as to marry Koscina and consider the adoption of Bruni.

X-RAY: There are a number of comic moments to be found in this import, which can make up well on the program as part of the show. A bit of tightening and editing would have made the end result even more palatable. The acting, directing, and production are serviceable, and the English dubbing can widen its playoff.

MGM

Greed In The Sun

MELODRAMA
112M.

MGM
(French-made)
(English titles)
(CinemaScope)

ESTIMATE: Neat adventure import.

CAST: Jean-Paul Belmondo, Lino Ventura, Reginald Kernan, Andrea Parisy, Gert Froebe; Bernard Blier, Doudou Babet, Pierre Mirat. Produced by Alain Poire; directed by Henri Verneuil.

Story: At the headquarters of an African trucking company, veteran drivers Jean-Paul Belmondo, Lino Ventura, and Bernard Blier are wondering who will be assigned to drive a new vehicle. Boss Gert Froebe decides that newcomer Reginald Kernan will drive it. Belmondo learns from girl friend Andrea Parisy that the truck is headed for a distant state with an illegal cargo worth 100,000 dollars. He doesn't know that it contains guns and ammunition to fight a border war. Belmondo and the girl steal the truck and head for the rendezvous before Froebe discovers the move. He sends Ventura and Kernan after them, promising a reward if they catch them in time. The chase is on across a thousand miles of desert and mountains, and pursuers catch up after several mishaps. Belmondo cripples their truck, but his is slightly damaged as well. Repairs suffice for the time being, but eventually, the pursuers catch up with Belmondo and the girl. A leveled gun equals the odds, and with his truck out of action, Belmondo takes over the truck of Ventura after forcing them to reload the cargo. Blier comes to their rescue, and they soon follow to the city of rendezvous. Ventura finds Belmondo in a house of pleasure, and after a rough battle, Belmondo bursts out laughing. It turns out that he left the girl with the truck for a short time, and when he returned, she had disappeared with it, the cargo, and the eventual payoff. Ventura and Belmondo both burst out laughing, and they are friends once again.

X-Ray: This adventurous chase across mountain and desert holds interest fairly well and contains, action, intrigue, and even some humour. It can entertain art house audiences to which it might be restricted because of the titles. Performances are fine, and the direction and production values are good. The screenplay is by Michel Audiard. Regular spots may find that a dubbed version could fit the program neatly, so don't discount the possibility.

Ad Lines: "The Chase To Adventure And Riches Is On"; "A Thrill-Packed, Brawling, Sprawling Adventure That Concentrates On Action."

PARAMOUNT

Revenge Of The Gladiators

Melodrama
100M.

Paramount
(Technicolor)
(Filmed abroad)
(Dubbed into English)

Estimate: Action entry okay for program.

Cast: Roger Browne, Scilla Gabel, Giacomo Rossi Stuart, Daniele Vargas, Gordon Mitchell, Germano Longo. Produced by Elio Scardamaglia; directed by Michele Lupo.

Story: In 73 BC, a slave revolt led by Spartacus is crushed by Roman soldiers, and he and his cohorts are crucified. During the night, his followers free him, and the news spreads like wildfire that he is alive and ready to lead another revolt. Rome is shocked and appoints strong man Daniele Vargas to deal with the situation and overcome the rebel groups. One such is led by Gordon Mitchell, in whose group is Roger Browne, an ex-soldier whose parents and younger brother were killed by the Romans seeking his older brother, Germano Longo, one of the rebel leaders. Browne finds Longo as the band is heading towards a rendezvous with other bands, and before he dies, Longo informs him that Spartacus is dead and has been all the time. Mitchell is a traitor in the pay of Vargas who used the ruse to gain power during the scare in Rome. Browne tries to foil the plot but arrives too late. He and the others battle Mitchell and Vargas and kill them and their guards, after which they plan to sail away to a safer land in a stolen ship.

X-Ray: This overlong import features quite a bit of action and intrigue and some disconcerting moments due to bits of off-beat dubbing. On the whole, it should do okay as part of the program, with color adding to the effectiveness. The acting is fair, and direction and production are good. The screenplay by Lionello De Felice and Ernesto Guida has nothing to do with gladiators.

Ad Lines: "Action And A Cast of Thousands Featured In A Revolt Of Roman Slaves"; "A Fast-Moving Adventure About The Slaves Of Ancient Rome."

20TH-FOX

The Agony And The Ecstasy

Drama
140M.

20th-Fox
(Todd-AO)
(Filmed abroad)
(Color by DeLuxe)

Estimate: High rating roadshow drama about Michelangelo and his works.

Cast: Charlton Heston, Rex Harrison, Diane Cilento, Harry Andrews, Alberto Lupo, Adolfo Celi, Venantino Venantini, John Stacy, Fausto Tozzi, Maxine Audley, Tomas Milian. Directed and produced by Carol Reed.

Story: Charlton Heston (Michelangelo) has been working on an elaborate tomb for warrior Pope Rex Harrison (Julius II) until the latter decides that Heston is the man to decorate the bare ceiling of the Sistine Chapel. Heston rebels, stating that he is a sculptor and not a painter, but Harrison insists. Heston submits ungraciously. He considers running away to Turkey to build a bridge, but friends Cardinal Adolfo Celi and Celi's sister, Diane Cilento, persuade him to remain. He starts work aided by several assistants but isn't happy with the results. He destroys the paintings and disappears from Rome. Harrison, in a rage, orders him found and arrested. In the mountains, Heston has time for thought and evolves a theme for the ceiling. He returns to Rome, informs Harrison that his ideas for the ceiling were poor, and spreads out his sketches. Harrison agrees they are more worthy. Heston decides to do the ceiling alone, aided by an assistant who mixes the paints. Progress is slow, and Harrison becomes impatient. Several Cardinals express displeasure with the figures, but Heston justifies his work to the satisfaction of Harrison, who orders him to continue. Heston is further delayed by blindness from the dripping paint and an accidental fall. Heston's enemies at court try to assign someone else to complete it. Harrison visits Heston, who has recovered in body but not in spirit, and goads him into complete recovery and a return to work. Cilento confesses her love for Heston, but the fact that she wed another and his work are of more concern to him. Harrison is beset by invaders from other countries who stop his drive to see the Papal states freed from foreigners. He orders the scaffolding dismantled so he and others may see the work thus far. Cilento convinces Heston that the Pope really cares for him and his work and wanted to see it before going into battle, from which he may never return. The Papal forces are routed, and Harrison is wounded in battle. Heston begs to be allowed to continue work and Harrison agrees, even though he doubts whether his conquerors will allow it to be completed. Harrison and others around him are convinced that he is dying, even though aid is on the way from friendly countries. Heston needles Harrison into caring to live again by refusing to continue on the ceiling since Harrison doesn't care about it. The painting continues as the Papal forces subdue the Church's enemies, and at last it's finished. Heston begs to be allowed to continue sculpting the Pope's tomb, and Harrison agrees, knowing that he may not be remembered for restoring the power and prestige of the church but rather for forcing Heston to discover his own genius.

X-Ray: The historic conflict between two of the greatest personalities of the Renaissance period, the sculptor-painter Michelangelo, as portrayed by Charlton Heston, and Pope Julius II, played by Rex Harrison, makes for fascinating screen entertainment that is colorful, revealing, and of high quality Over 11 million copies of the book by Irving Stone, on which the film is based, have been sold around the world. This may be indicative of the interest with which the entry is awaited. Not only are there memorable artistic passages, especially those showing the works of Michelangelo, but there are also action scenes showing the Papal forces in battle that are highly impressive. Technically, the film is a masterpiece enhanced by fine acting, skilled direction, and impressive production. Great attention has been paid to authenticity of setting and materials, and the film is aided considerably by this. Heston is well suited to his role of the genius, and Harrison is excellent as the warring Pope, who recognizes the talent of Michelangelo. The balance of the cast is equally proficient. An intermission is provided in this rewarding entry which has a vast potential as a roadshow among schools, students, clubs, associations, museum audiences, and just plain people, who go for the drama and action of history and art. The screen story and screenplay are by Philip Dunne.

Tip On Bidding: Highest rates.

Ad Lines: "The Thrilling Story Of The Renaissance's Greatest Artist—Michelangelo"; "An Impressive Screen Experience."

The Reward

Drama
92M.

20th-Fox
(CinemaScope)
(Color By DeLuxe)

Estimate: Effective drama.

Cast: Max Von Sydow, Yvette Mimieux, Efrem Zimbalist, Jr., Gilbert Roland, Emilio Fernandez, Nino Castelnuovo, Henry Silva, Rodolfo Acosta, Julian Rivero. Produced by Aaron Rosenberg; directed by Serge Bourguignon.

Story: Max Von Sydow is an American crop duster whose plane crashes near a small Mexican village. Passing through the village in a small sports car is Efrem Zimbalist, Jr., and friend Yvette Mimieux. Von Sydow is startled because he knows there is a price of $50,000 on Zimbalist's head for murder and kidnapping back in the states. Von Sydow is summoned before police captain Gilbert Roland, who orders him to pay for a water tower destroyed by his plane or face jail. The pilot instead reveals what he knows of Zimbalist and offers to share the reward with Roland, who sees a chance to get out of the hell hole he is stationed in. Starting out in a pick-up truck in pursuit are Von Sydow, Roland, sergeant Emilio Fernandez, a young Indian Henry Silva, and Mexican youth Nino Castelnuovo. Only Von Sydow and Roland know English so they figure they don't have to worry about sharing the reward. They find the fugitives have traded the car for horses and headed into the mountainous desert. The pursuers follow. After two days, they overtake them and head back. Zimbalist proclaims his innocence, which is shrugged off. Fernandez ses the newspaper clipping and realizes that there is a large reward. He forces Roland, ill from recurring malaria, to agree to an even split. Silva leads Zimbalist and Mimieux away, but the others pursue and Silva is killed. Fernandez also kills Zimbalist, later claiming he was trying to escape. The reward still stands as it was good dead or alive. The horses, frightened by gun fire scatter, and they only recover a few of them. This puts some on foot and slows their return. A violent rainstorm wipes out their trail, and they are lost, finally taking refuge in a deserted mining town. Castelnuovo is killed when he tries to recover one of the horses at night. Fernandez tries to load the body on his horse, but the animal bolts. He runs into the desert trying to catch it. A sick Roland urges Von Sydow and Mimieux to try to reach help while he remains behind.

X-Ray: Pursued and pursuers run, live, and die in the desert as each seeks a reward with which to change his life. The film is a study in movement and drama, and dialogue is kept to a minimum. The passage of time and the complications encountered are expressed in the emotions and actions of the competent cast. The story is not a pleasant one, and its stark drama makes it perhaps suitable for the art spots, as well as the conventional houses where adult audiences may appreciate the offbeat tale. Interest is well maintained, but the ending is abrupt and loosely constructed. The direction and production are fine. The screenplay is by Serge Bourguignon and Oscar Millard, based on a novel by Michael Barrett. Incidentally, little sympathy is evoked by any of the characters.

Ad Lines: "Six Men And A Girl In The Blazing Desert"; "Where Any Woman Is A 'Reward'—And Gold Is The Wages Of Sin."

UNITED ARTISTS

A Rage To Live

Drama
101M.

United Artists
(Mirisch)
(Panavision)

Estimate: "Soap opera" type offering may be best for femmes.

Cast: Suzanne Pleshette, Bradford Dillman, Ben Gazzara, Peter Graves, Bethel Leslie, James Gregory, Carmen Matthews, Ruth White, Sarah Marshall, Virginia Christine, Linden Chiles, Mark Goddard, George Furth, Brett Somers, Frank Maxwell. Produced by Lewis J. Rachmil; directed by Walter Grauman.

Story: Suzanne Pleshette is the daughter of wealthy small town widow Carmen Matthews and also a fledgling nymphomaniac, who finds it hard to resist the attentions of boys. She is discovered by the mother of one of the boys involved, who informs Matthews, and the latter has a heart attack. Family doctor James Gregory warns Pleshette's brother, Linden Chiles, that care must be exercised regarding Matthews, and Chiles has a talk with her. After Matthews recovers, Chiles returns from college with a few friends including Bradford Dillman. He and Pleshette are attracted to each other. They continue to correspond. Pleshette and Matthews go to the Bahamas where Pleshette becomes involved with a handsome waiter. She is out with him when Matthews suffers a fatal heart attack. It takes a while for guilt-ridden Pleshette to recover, and a visit by Dillman helps. He proposes marriage and life on a farm. She confesses love for him as well as her past. Though Dillman is hurt, he still wants to marry her. He also agrees to live on the family farm. Two-and-a-half years later, they are happy with a son until Ben Gazzara, a construction engineer, returns home. Dillman hires him to repair a barn, and one day, while they are alone, Gazzara admits to Pleshette that he has always wanted her. She gives in. They met secretly at motels. After a while, she decides to give him up, which he takes badly. An old friend, Peter Graves, managing editor of the family newspaper, married to jealous Bethel Leslie, has always had a yen for Pleshette, but she puts him off. Leslie accuses him of having an affair with her, and he doesn't evn bother to deny it. He walks out on her. Gazzara is killed in a car crash fleeing the police after getting drunk and roughing up a waitress while still angry at Pleshette. Graves keeps Pleshette out of the inquiry, but rumors start. Dillman hears of the affair. He threatens to leave Pleshette, but after confessing, she begs his forgiveness. Believing that Gazzara was her only involvement since they were married, he forgives her. Later Leslie appears at a charity affair and accuses Pleshette of having an affair with Graves, stating that he admitted it. Dillman walks out on her, ironically for an affair she never had, and she is left with a bleak future.

X-Ray: This tale of a girl compelled to make love by a force that outweighs the rules of society is reminiscent of the true confession magazine offerings, or even of "Peyton Place," and it might be reasonable to assume that it therefore has a certain attraction for femmes and others who may be stimulated by the unorthodox love affairs of the screen femme fatale, Suzanne Pleshette. It's a bit long for the story it has to tell, but the acting, direction, and production are acceptable once the tale itself is accepted. Mayhaps the name of author John O'Hara could be helpful in the selling and should be utilized as much as possible, seeing as how it is claimed that the book sold nearly two million copies since it was published in 1949. The screenplay is by John T. Kelley.

Tips On Bidding: Higher program rates.

WARNERS

Marriage On The Rocks

Comedy
109M

Warner Bros.
(Technicolor)
(Panavision)

Estimate: Entertaining spoof on marital impasse has names.

Cast: Frank Sinatra, Deborah Kerr, Dean Martin, Ceasar Romero, Hermion Baddeley, Tony Bill, John McGiver, Nancy Sinatra, Davey Davison, Michel Petit, Trini Lopez, Joi Lansing. Produced by William H. Daniels; directed by Jack Donahue; screenplay by Cy Howard.

Story: The 20 year marriage of Frank Sinatra, successful ad agency president, and lovely Deborah Kerr is beginning to show signs of wear. To liven matters, Kerr decides a second wedding, complete with Mexican honeymoon, will perk up her spouse. Using Sinatra's vice-president and best friend Dean Martin, as a foil, Kerr engineers the plot, which somehow backfires when Cesar Romero, speedy marriage and divorce specialist, talks the couple into a Mexican divorce. They plan to correct the error with a wedding ceremony and fiesta, but Sinatra is called back to salvage a major account. He sends Martin, who has told Kerr for years she should have married him instead of Sinatra, to break the news to his wife, and Romero strikes again, marrying the couple before they realize what is going on. Kerr and Martin return to California and, to their surprise, Sinatra promtply moves out and takes over Martin's beach house. Kerr and Martin find the turn of events making them miserable, while Sinatra appears to enjoy the bachelor life. A reconciliation, prompted by a rediscovery of each other by Sinatra and Kerr, ends the mixup.

X-Ray: This colorful comedy aims itself at the "grass is greener" delusion experienced by long-wedded spouses. Kerr, as the slightly bored wife of a busy ad man, finds her husband's rival of 20 years back still attractive—until she ends up married to him. Sinatra, as the busy exec who lets his best friend pick out gifts for his wife, finds the bachelor life a little different when he finds himself in Martin's shoes. Nancy Sinatra and Michel Petit, as Kerr's offspring, brighten things with colorful performances, and fine supporting work is turned in by Baddeley and Romero. Sets, costuming, and script are aimed at the big audience and should please most. Sinatra, Martin, and Kerr turn in the relaxed and seasoned performances you would expect.

FOREIGN

Caressed

Drama
81M.

Brenner Associates
(Filmed in Canada)

Estimate: Well-made, unusual offering with special slant towards young adults.

Cast: Robert Howay, Angela Gann, Lannie Beckman, Carol Pastinsky, Bob Silverman. Produced, directed, and written by Laurence L. Kent.

Story: High school student Robert Howay is in line for a college scholarship, but he can't seem to concentrate on his work, having in mind girls and sex. Friend Lannie Beckman is similarly afflicted, and they discuss ways and means of having relations with girls. They even try questioning a prostitute, but her rates are too steep. Howay finally gets up nerve to call schoolmate Angela Gann, a well-built blonde of average intelligence, who accepts a date. Despite her prattle and superficiality, he is fascinated and starts taking her out. Meanwhile, his other friends continue their search for easy girls. A nymphomaniac invites them in while her parents are away, but before Howay and Beckman can be introduced to the sexual experience, her parents return and they bolt. Gann refuses to give in to his attempts, preferring to wait for marriage. He tries an assignation with a prostitute in her room but turns coward and runs. He continues to be friendly

(Continued on next page)

ALPHABETICAL GUIDE TO 30 Feature Reviews

This index covers features reviewed thus far during the 1965-66 season in addition to features of the 1964-65 season, reviewed after the issue of Aug. 18,1965.—Ed.

A

Agony And The Ecstasy, The—140m.—Fox 5326
Apache Gold—91m.—Col. 5321

B

Billie—87m.—UA 5323
Breakfast At Tiffany's—115m.—Par.—Re. 5322

C

Caressed—81m.—Fox 5327
Crazy Paradise—95m.—For. 5324
Curse of The Fly, The—86m.—Fox 5322

D

Devils of Darkness—88m.—Fox 5322

G

Greed In The Sun—112m.—MGM 5325
Gunmen of The Rio Grande—86m.—AA 5321

L

Little Nuns, The—101m.—Emb 5325
Little Ones, The—66m.—Col. 5325
Living It Up—85m.—Par.—Re. 5322

M

Marriage On The Rocks—109m.—WB 5327
Married Woman, The—94m.—For. 5328
Murieta—108m.—WB 5323

N

Nobody Waves Goodbye—80m.—Misc. 5323

O

Once A Thief—107m.—MGM 5321

P

Pardners—88m.—Par.—Re. 5322
Paris Secret, 84m.—For. 5328

R

Rage To Live, A—101m.—UA 5327
Revenge Of The Gladiators—100m.—Para. 5326
Reward, The—92m.—Fox 5326

S

Sabrina—113m.—Par.—Re. 5322
Skull, The—83m.—Par. 5322

T

That Darn Cat—116m.—BV 5325
Treasure of Silver Lake—82m.—Col. 5321

V

Violent And The Damned, The—62m.—For 5328

W

Wild On The Beach—77m.—Fox 5323
Willy McBean and His Magic Machine—94m.—Misc. 5324

Caressed

(*Continued from page* 5327)

and work on school work with a friend, plain Carol Pastinsky, until one evening while indulging in some horseplay, they get carried away and have relations. Howay plans on going to college. Pastinsky calls him and informs him that she is pregnant. At the urging of his friends, he refuses to accept responsibility and instead plans on marrying Gann.

X-RAY: Here is a simple, yet intriguing film that deals with the growing up of teenagers in the area of romance and sex. It is handled in a natural fashion that will recall the teen years of many a viewer. Many of the scenes are realistic, as are the people, who were non-professionals until the film. There's not much to the tale, but what there is holds interest on high, with smart and sensitive direction and fine production values. The nature of the subject dictates special interest for the older students in schools and colleges, and adults, too, should get a charge out of the proceedings, which are handled with care, taste, and realism.

AD LINES: "Remember Your First Date? Don't Miss His"; "A Down-To-Earth Tale About A Boy Looking For His First . . . ."

The Married Woman

DRAMA
94M.

Royal Films Int.
(French-made)
(English titles)

ESTIMATE: Far out tale of a woman trying to make up her mind.

CAST: Macha Meril, Bernard Noel, Philippe Leroy. Written and directed by Jean-Luc Godard.

STORY: Macha Meril has a problem—trying to decide whether to remain with her husband, a pilot, Philipe Leroy, or getting a divorce and going to live with an actor sweetheart she has been having relations with, Bernard Noel. She is several months pregnant, and she doesn't know whose child she is bearing. She continually probes, not knowing what to do. After further relations with Noel, she makes up her mind presumably to give up the affair. Neither she nor the audience can be sure, however.

X-RAY: This import has the camera gliding from limb to limb to skin expanse to facial features during love-making sessions. Interminable questions are asked in a sort of psychoanalysis on and off screen. Even art house audiences may get tired of seeing little else save a bare limb here and there as a wisplike story binds the photographic sessions and the endless questions together. Viewers may be sold into believing that they are going to see more than they actually will, and business may be there as a result. The acting is average, and direction is unusual, to say the least.

AD LINES: "She Had To Choose Between Lover And Husband"; "The Most Unusual Film Of The Year."

Paris Secret

DOCUMENTARY
84M.

Cinema V
(Eastman Color)
(English narration)
(Filmed in France)

ESTIMATE: Intriguing documentary.

CREDITS: Produced by Arthur Cohn and Pierre Roustang; written by Tom Rowe; directed by Edouard Logereau; photographed by Toland Pontoizeau; music composed by Alain Goraguer.

STORY: Seen are sidewalk sword and glass swallowers; a small girl having a birthday party in a home with freaks of a circus side show; wrestling for real at a secret gym; widows who order lifelike figures made up to resemble their dead husbands; bodies encased in blocks of ice flown in from India for medical research; vagrants congregating in the sewers of Paris; street-walkers operating from cars offering curb service and even the convenience of an ambulance; voodoo rites in a hidden location; the tattooing of the backside of a beautiful girl, after which the skin is removed and sold to collectors of this art form; worshippers of eggs; worshippers of navels; getting rare bird calls down on tape; a party of interns where a girl nude from the waist up is covered with jam; a secret gypsy restaurant where bat and other unorthodox dishes are served; men hunting costumed women in the woods at night; a one-man submarine operating on the Seine; a suicide squad saving a girl from drowning in the river; a slaughter house where horses are butchered unless a kindly benefactor comes along to save an occasional beast.

X-RAY: Some of the items listed above are on the sensational as well as revolting side; many are intriguing; and some are just plain dull. Many of the more hardy viewers should get a kick out of much of the film, which features exposes about which not many Frenchmen are aware. The camera work, editing, and direction are effective, and it could come through handsomely at the box-office. Of course, it will revolt as many as it will entertain.

AD LINES: "Sensational Thrills In This Daring Expose of Paris"; "A Different Side Of Paris—One Not Seen By The Average Tourist Or The Average Frenchman."

The Violent And The Damned

MELODRAMA
62M.

ADP International
(Made in Panama)
(Dubbed in English)

ESTIMATE: Gruesome footage poorly assembled on Panamanian prison break.

CREDITS: Not available.

STORY: Those convicted of crime in the Panama Canal Zone are sent to an international prison if they are not citizens of the small republic. The squalid conditions erupt into a mass breakout by the convicts, who slaughter their guards with axes and pick mattocks, break into the prison armory, and take small weapons. The convicts flee by foot and boat, and government troops begin a massive roundup. One group, under the leadership of the narrator of the first reel or so, reaches a small village cafe where they pick up supplies, and the leader has a rendezvous with a waiting girl friend. Troops surprise the group, last of the cons at large, and some are killed. The remainder flee deeper into the jungle. Civilian authorities, under pressure caused by the publicity, demand the capture of the leader alive. He is finally hunted down and appears to go mad at the end of the film.

X-RAY: Sound track, dubbing, and generally poor photography—at least evidenced on the print we saw—mark the film as a solo which has traces of the film vault on it. It is strictly an action entry and uses a documentary approach. Without researching into the validity of the facts regarding prison in the Canal Zone, we would suspect that there is some truth to the material. The point of view, initially sympathetic with the motley crew of convicts, appears to shift through the film as the escapees turn on each other until even the leader is betrayed. One wonders what connection a U.S. Army Lieutenant has with the manhunt, as most of the troops appear to be Panamanians. All in all, the film has very little to recommend it.

MOTION PICTURE EXHIBITOR The SHOWMEN'S TRADE REVIEW

SEPTEMBER 22, 1965 SECTION THREE
Vol. 74, No. 8

EXPLOITATION

ACTUAL PROMOTIONS from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.

This special section is published every-second-week as a separately bound, saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each saveable section represents current submissions by theatremen and promotion plans from distributors that have originallty and ticket selling force. Exhibitors are invited to submit campaigns on specific pictures or institutional ideas. Add EXPLOITATION to your permanent theatre library. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna.—19107.

MGM "Miss She" Contest Big Texas Promotion

Texas does everything in a big way, and the Miss She Fashion and Beauty Pageant held in Austin was no exception to the rule. Planned out to the last detail by Eunice McDaniel, MGM Field Press Representative, it attracted the attention of area residents for an entire week.

Five stores, Marie Antoinette, Synder, Chanards, Yaring's, Slax and Montgomery Ward each entered one contestant to compete for the title of Miss She, and the host of valuable prizes that went with the crown. Several days in advance of the contest, held at the luxurious Balcones Country Club in Austin, the contestants participated in a variety of promotional activities in behalf of the MGM film and contest.

Montgomery Ward, hoping their entry would win, held a special hootenanny at the Capitol Shopping Center for the Miss She contestants. Radio station KNOW covered the event. Several of the charming ladies also attended the "fun fluke" baseball game between the staffs of radio stations KNOW and KOKE, which preceded the minor league contest between the Austin Braves and the El Pasco Sun Kings. Again the Beauty Pageant and contest received appropriate newspaper and television mention.

In addition to the above all employees of theatres scheduled to play MGM's "She," wore badges announcing the contest, store window displays throughout Austin were devoted primarily to the contest and film, local DJ's played the "She" record continually and in honor of star Ursula Anress, KNOW offered guest passes five times a day for seven days to any lady named Ursula.

Contestants for the Miss She contest were at the Balcones Country Club the evening before the final judging. Driven to the Club in new convertibles, they were assisted in alighting to a red carpet by uniformed doormen dressed in gold suits. Upon arrival the contestants attended a special press conference and, later in the evening danced at the Miss She Ball, to music provided by Austin's leading orchestra.

VIP treatment for all was the order of the day for the contest itself. The contest area was flooded with floral displays, floating blossoms in the pool, special lighting effects including spot lights, illuminated and animated color displays from the film, promotional heralds etc. The contestants appeared, along with ten professional models, before the assembled dignitaries, modeling Fall and Winter fashions at poolside. Before the judges made a final determination, the famed Austin Exhibition diving team, the Go-Go Girls

(*Continued on page* EX-707)

NGC Holds Gala Opening For New Thunderbird Drive-In, Sacramento

The traditional ribbon-cutting ceremony at NGC's Thunderbird Drive-In, Sacramento, Cal., found co-director of theatre operations William H. Thedford, center, officiating. On the left are Thunderbird manager James Fitzgerald; and area supervisor Louis Tavalora, while on the right are Pacific Coast division manager John Klee and district manager John Denman.

A gala program, including appearances by stage, screen and television stars, bands, clowns and flashing color kleig lights, heralded the recent opening of National General Corporation's new 1,182-car drive-in theatre, the $600,000 Fox Thunderbird Drive-in in Rancho Cordova, near Sacramento, California.

On hand to witness the activities were Harve Presnell, star of the opening attraction, United Artist's "The Glory Guys," which began an exclusive first-run engagement at the theatre.

Other stars who attended were Telly Savalas, famous charactor actor; Lee Anthony, who also emceed the "Miss Maid of California" contest at the State Fair, and Charmian Carr, who stars in "The Sound of Music."

Some of the activities included: an introductory luncheon at Cordova Lodge of press, radio and TV personalities followed by chartered bus trip through the new Fox Thunderbird Drive-In. NGC—Fox West Coast Theatres' executives on hand included William H. Thedford, John Klee, Allen V. Martini, of the Beverly Hills office, Louis Tavalora and John Denman of the San Francisco office, and James R. Fitzgerald, manager of the new drive-in.

Lynn Steiner, Miss Sacramento of 1965, welcomed the group to the city at the luncheon.

At the theatre, H. Thedford, co-director of theatre operations, assisted by Tavalora, Northern California area supervisor; Klee, Pacific Coast division manager; Denman, Sacramento Valley district manager, and Fitzgerald, manager of the new drive-in theatre, officiated at the traditional ribbon-cutting ceremonies.

The Sacramento Union published a special tabloid section saluting the opening.

Radio, TV and press interviews for stars during the day were scheduled.

The stars also attended a one hour telecast on CBS' Channel 10 of The Miss Maid of California contest at the State Fair where they were introduced and Lee Anthony shared the M.C. honors with Doree Steinmann. Following the screening of "Glory Guys" at the Thunderbird, the appearance and introduction of the stars on a spotlighted flatbed in front of the screen equipped with loud speaker took place.

Another attention-getter for the opening was the use of a helicopter pulling a tremendous printed banner across the skies declaring "NEW FOX THUNDERBIRD DRIVE-

(*Continued on page* EX-708)

"Katie Elder" in Cincy

Paramount's "The Sons of Katie Elder," served as the inspiration for a highly successful two weeks of exploitation at the Swifton Shopping Center in Cincinnati, Ohio, the largest in the city, prior to its recent multiple opening.

Some of the most fruitful of the promotional stunts, which won widespread coverage from Cincinnati newspapers and radio and television stations, included a "Katie Elder" Hop, overseen by popular WSAI radio station disk jockeys with free tickets to the film awarded to dance contest winners. A "Katie Elder" Shoot, also hosted by the WSAI disk spinners in which air rifles loaded with corks were used to shoot at film star targets in a booth with free tickets also going to the winners. Both events were held on the enormous mall of the shopping center.

In addition, "The Sons of Katie Elder" was included as part of a miniature wild west show, 2,000 ballons bearing the title of the film were distributed, the Elmer Bernstein theme music from the outdoor adventure drama was played throughout all the buildings that make up the Swifton Shopping Center in Cincy via their sound system, posters and stills from the Technicolor motion picture were on display in all stores and a special "Katie Elder" display was set up at the center's record shop featuring the sound track album.

Twin-Phased Campaign For Picture And Theatre by Durwood Circuit

"Sound of Music" is launched on a successful run at the Midland Theatre in Kansas City following a campaign by Durwood Theatres involving many major efforts and facets. The picture not only set a record opening week for hard ticket showings in Kansas City, but its second and third weeks held within a few dollars of the first.

The opening of the picture was tightly laced to important public attention generated by the fact that it was chosen for the re-opening of the theatre. Durwood invested approximately $1,000,000 to purchase the theatre and restore it to its original elegance.

The extensive project by which the theatre was reclaimed as a downtown showcase and the powerful magnetism of "Sound of Music" was sharply focused in a special Sunday section in the Kansas City Star. The cover page of the section carried an original painting of the beautifully chandeliered lobby in a half-page of full color. More than half of the section's 12 pages were cued to the picture and the theatre by advertising from downtown merchants, suppliers and artisans demonstrating their support for a project so vital to the heart of a big city today.

The myriad details and contracts for this section were worked out by the Durwood circuit's exploitation office in connection with the Star staff members. A considerable share of the advertising was secured directly by the Durwood staff. An unusual amount of editorial space was devoted to the event, covering the theatre and its history, the picture review by the Star's motion picture editor also being carried in this section.

The special newspaper section was but the climax of attention devoted to the picture and the opening by the Star and other publications in the area for a period of three months prior to the lift off date. Stories ranged from news breaks about purchase and renovating of the theatre to news about two opening premiers and a special open house. The net effect was an unusual amount of public awareness, which evidently is reflected in the continuing trend of healthy business.

A page ad of the section was devoted to display on the attraction, as well as to the theatre, while another was placed by Parkview Drugs with "Sound of Music" stars and art as a theme for cosmetic items.

The events which lent themselves to advance newspaper coverage included an open house for civic dignitaries, busines leaders and industry-ites; a premier for the Heart of America Boys Sports Clinic; and a premier for the Kansas City Chapter of the American Medical Center at Denver. The premier at a $30 top raised over $12,000 for the Boys Sports Clinic, believed to be the second largest amount ever raised by a single showing of a motion picture in Kansas City.

The innovations which were planned and developed as well as the diversity of the campaign qualifies it as one of the most effective for a major motion picture opening, and this is verified by the fine box office returns which were generated, Stanley H. Durwood, president, said.

The campaign was as broad-scale as any mounted in Kansas City in recent months. In addition to the extensive newspaper coverage, strong support came from radio and other media, it is pointed out by M. Robert Goodfriend, general manager.

As a joint promotion for 20th-Fox's "The Sound Of Music" and the reopening of Durwood Circuit's Midland, Kansas City, a special program was broadcast over Station KBEA with announcer Grayson Enlow, left, producing. Interviewed were Stanley Durwood, circuit president, right; and M. Robert Goodfriend, general manager.

Major attention was directed to the picture through a tie-up with Radio Station WDAF and RCA Albums. In a "Sound of Music" contest conducted by WDAF a total of 76 prizes were given away, including a $300 set of RCA original cast albums as first prize. The theme was "My Favorite Things," and prizes were items cued by the song itself, thus: "Brown paper packages wrapped up in string—," ten walnut music boxes that played "Sound of Music," and 20 soundtrack albums. "Schnitzel and noodles—" ten dinners for two at the Berliner Bear. "Doorbells and sleigh bells—" five sets of patio bells. "Raindrops on roses—" five bouquets of long stemmed roses. "Wild geese that fly—" ten fresh frozen geese. "Bright copper kettles—" five copper kettles. "Snowflakes that fall—" ten $5 gift certificates of Snow Crop frozen foods.

Promo spots on the contest ran in great multiplicity, and the contest itself ran 10 days. The grand prize was awarded during drive time, with a drawing from post card entries submitted to the station.

Particularly effective effort was contributed on the radio contest and the newspaper section of the part of George Kieffer, executive assistant to Mr. Goodfriend, and by Donald Emmert, Midland manager.

Radio also loomed large via KMBC, which co-sponsored the opening night benefit. Station ran extensive radio campaign promoting the sale of benefit tickets, originating and directing the style of the campaign in cooperation with the Durwood office. Its promotion was on the air steadily for two months.

Station KBEA gave the picture and the theatre special attention with a half hour show, including interviews by Grayson Enlow of Stanley Durwood and Bob Goodfriend, and including recorded interviews with Julie Andrews and soundtrack music. Much of this was taped during various stages of renovating and construction and carried an on-the-spot authenticity.

KBEA's noon show, "Encore," again with Enlow at the mike, also promoted the picture with a contest in which 25 RCA "Sound of Music" soundtrack albums were the prizes.

The twin-phased campaign for the picture and the theatre was carried out in depth with many other facets aiding the public impact. Displays built around the albums, fashions and 20th Century-Fox point-of-sale pieces were carried in downtown store windows of Jenkins Music Company, Kline's Department Store, Duff & Repp Furniture Company, and Parkview Drugs, and in other areas in Mr. Zee's Record Shop and Burstein-Applebee Hi-Fi Stores.

Sear's Plaza store carried in-store displays tied in with ticket agencies operated by the store in cooperation with the theatre.

Cross plugs were carried on the screens at 14 Durwood theatres both prior to the opening and continuing during the run. Lobby pieces also cross-plugged in all 16 Durwood Theatres.

Parkview Drugs used 10,000 bag stuffers on "SOM" as part of its contribution to the campaign. "Round the Town," downtown monthly entertainment publication, devoted cover space and inside pages to the picture, and other publications used material voluntarily.

The Durwood staff followed its established pattern of designing a promotional campaign geared to reach the majority of the population through mass media coverage.

Gershwin Songs Spotlighted

MGM Records sound track album of the Sam Katzman Production, "When The Boys Meet the Girls" will feature both original numbers especially written for the recently completed musical plus many of the memorable song hits from the George and Ira Gershwin Broadway success "Girl Crazy."

Connie Francis has just recorded the film's title song and will also be heard on another original — "Mail Call." In addition, Miss Francis and Harve Presnell will duet on three of the Gershwin's most famous standards "But Not For Me," "Embracable You," and the rousing "I've Got Rhythm." Latter will also be played and sung by Louis Armstrong, who will also perform one of his own creations, "Blow It Out Your Mind."

Herman's Hermits will introduce "Listen People" and also render the Gershwins' "Bidin' My Time," with Joby Baker. Sam the Sham and the Pharoahs will sing their original "Monkey See, Monkey Do." Guest star Liberace will be heard on his own composition, "Arruba Liberace," and Sue Ann Langdon will sing the Gershwins' "Treat Me Rough," which was introduced on Broadway by Ethel Merman.

"When the Boys Meet the Girls," is a Metrocolor and Panavision production scheduled for Christmas release.

"Tenth Victim" Paperback

A massive national promotional campaign has been set by Pocket Books Inc. which will distribute the paperback novelization of Joseph E. Levine's "The Tenth Victim" being published by Ballantine Books.

The book will be merchandised to more than 110,000 outlets by Pocket Books via the utilization of the sales force of the Curtis Circulation Co. to augment the distribution on the local level to individual distributors, retail stores and theatres.

Among the promotional items to be prepared are 25,000 rack cards, 10,000 "tents," 10,000 Kleen-Stik wrappers, 1,500 truck banners and 5,000 mobiles which will be set up in the individual stores all heralding the paperback in conjunction with local playdates.

Finalists in the Skouras Theatres-MGM "Miss She" contest recently appeared at the Academy of Music, New York. They are, left to right, Janet Boring, Ann Rutledge, and Cindy Pigue. The contest was conducted by 22 Skouras theatres in the metropolitan area playing MGM's "She."

'Miss She' Contest

(*Continued from page* EX-705)

from the Lollipop Club, and Little Egypt from the Club Caravan, provided entertainment for the guests.

After the entertainment the judges, Mrs. North Millican, Miss Texas of 1959; Fred Gibson, a famous screenwriter; Major Duncan Robinson, Commander of the Marine Corps base in Austin; Miss Vickie Hudson, chosen Miss Aqua Queen only ten days before, and Kenneth Morrie, a Motion Picture executive chose Miss Linda Williams, who was sponsored by Yaring's, "Miss She."

In addition to a cash award Miss Williams received an Omega watch, a diamond Keepsake ring and a strand of matched pearls, donated by Shoefstal jewelers of Austin. She was crowed Miss She by Miss Hudson, Texas' Aqua Queen.

After the festivities the new Miss She appeared on KNOW and KOKE radio, and the Mamie George Show, aired over KFHI television.

EXPLOITATION—an encyclopedia of useable exploitation stunts — is published every other week as a section of Motion Picture Exhibitor.

Linda Williams, who was recently crowned "Miss She" by Vickie Hudson, Texas' Aqua Queen, at the Balcones Country Club in Austin, Texas, in a promotion for MGM's "She."

British Showmanship

By Jock MacGregor

With the annual carnival coinciding with the run of "How The West Was Won" at the ABC, Nuneaton, Albert E. Hallam entered a covered wagon, decorated Jeep, cowboys, cavalry, Indians, pioneer women and children. In all there were 18 riders. The whole parade took an hour to pass the theatre. He won second prize in the trade section and got several excellent press breaks. He claims that it was his biggest promotion and that it cost the theatre nothing as members of the riding club provided their own outfits in return for invitations to the opening night. A composite page, an Indian attack painting contest and good review coverages were other press breaks. A toy store featured western rifles, pistols, etc. in its window and a bookshop had a display of western novels.

Knowing that BBC TV personality David Attenborough was to open a "wishing well" at the local zoo, opportunist, A. G. Burness, Plaza, Dudley, arranged a morning screening of Disney's "Bear Country" and "Serengeti Shall Not Die" in connection with the World Wild Life Fund, attracted 1,100 youngsters, took in $150 at the box office and $70 at the confectionery sales kiosk, to say nothing of collecting a useful press spotlighting the theatre. Keeping his eye on youth, G. A. Cox loaned the Odeon, Chelsmford, to the County High School for its annual speech day and prize giving ceremonies and not only let many who may not have visited his theatre a chance to see how nice it is but gained the maximum editorial and pictorial press coverages with full credits.

D. J. Watts, Odeon, Swindon, has been having a marked success with one day bookings of opera and ballet films which he has been presenting on a hard ticket basis and has drawn patronage from a very large area. The press has given him every help and his matinees have been well supported by school parties. His most important weapon is proving to be the special mailing list of interested people which he is keeping and which is snowballing with each presentation.

Insta-Brewer Tie-Ins for "Ipcress File"

Exploitation teams of Universal Pictures Company are calling on housewares retailers across the country to arrange tie-in Insta-Brewer promotions in connection with "The Ipcress File."

The Insta-Brewer, the unique coffeemaker that brews real coffee in less than two minutes, has a featured role in the movie. Michael Caine, the film's hero who is depicted as a gourmet as well as a master intelligence agent, is shown brewing fresh coffee in his Insta-Brewer in a three-minute sequence early in the film.

Universal's field men will call on housewares retailers in major markets throughout the country to arrange tie-in promotions which will include radio, TV and newspaper contests, window, selling floor and counter displays, and local theatre and retailer advertising. A full complement of promotional tools, including lobby and window display posters, ad mats, glossy photographs showing Michael Caine using the Insta-Brewer, and publicity material, is being made available.

Race Fans Alerted

Stock car racetracks throughout the country will display specially designed color posters heralding Howard Hawks' "Red Line 7000" to audiences attending current and upcoming stock car racing meets.

The posters for the Technicolor racing thriller, set for Thanksgiving release by Paramount, will be used in and around the tracks to call attention to the forthcoming motion picture which will be of special interest to all auto racing fans.

The color poster, 14 by 18 inches in size and on a heavy duty stock, alerts the audience to "Watch for Red Line 7000" with a space provided for theatre and playdate information along with eye-catching art and credits for the motion picture.

Book Tie-Up for "The Skull"

A national book promotion for Paramount's "The Skull" has been set with Pyramid Books, which will publish a new movie edition of the short story collection featuring Robert Bloch's classic horror tale.

Nat Bernard, right, president, Berkay Industries, Inc., New York, discusses the tie-in promotion for the Insta-Brewer with Michael Caine, star, Universal's "The Ipcress Flie."

These "Darling" hostesses recently served refreshments to patrons waiting in line to see Embassy's "Darling" at the Tower East on Manhattan's East Side, New York.

THE EXHIBITOR'S EXPLOITATION EFFORTS

DICK EMPEY, advertising and publicity director, Trans-Texas Theatres, recently held a "Casanova '70" Buffet at Mario's, one of Dallas' leading restaurants, in connection with the premiere of Embassy's "Cassanova '70" at the Fine Arts. This buffet was promoted with 42 in attendance from radio, television, and the newspapers. A special cocktail called "The Casanova Kiss" was created for the occasion and served. The manager of the restaurant went all out with special set pieces, additional staff for the buffet and a special Italian cusine was served. Prior to leaving the restaurant for the premiere, every guest received a gift of Giacomo Casanova Fine Italian Liqueur. All the guests from the news media found the evening to be most interesting. Many column mentions were received and the disc jockeys also plugged this on their programs prior and during the engagement of the film. Mention was also received on television. Dick Hitt, columnist, Dallas Times Herald, noticed the error that the printer made on the invitations in the spelling of "Casanova" with two s's and pointed it out. I told him I had a picture of myself drinking Giacomo Casanova and he could caption it "He is still seeing doubles." This caused chuckles over the 'phone and an art break in his following Sunday column. Jack Leonard, southern division manager, Browne-Vintners Company, and his employees distributed through his outlets 200 window cards in Dallas and vicinity.

Dick Empey, ad-publicity director, Trans-Texas Theatres; and the Browne-Vinters Company, recently held a buffet at Mario's Restaurant in conjunction with the premiere of Embassy's "Casanova '70" at the Fine Arts, Dallas, Texas.

PAUL LAMINACK, manager, Liberty, Walla Walla, Washington, recently promoted Universal's "Shenandoah" so successfully that a week's engagement was extended to 11 days. He figures he played to about one-third of the city's 25,000 population. To start his campaign he wrote letters to 35 of the active clubs in the area telling how too frequently so-called "sex" pictures would do good business, while "family" type movies did not; and stating that he hoped the people of Walla Walla would really show their approval of the "family" picture by attending. These letters were also sent to the city officials. This was done two weeks before playdate. On Sunday prior to the Wednesday opening, he hit the newspaper with a similar letter addressed to the readers. Set in typewriter type, this read: "A Letter To Union-Bulletin Readers: Much has been written and said during recent months criticizing the motion picture industry for showing the "Adult" type movie. I am sure that you are aware that many individuals and groups are always ready to condemn this type of movie showing, but do little to help support a "Family" movie. A wonderful film, "Shenandoah", will open at the Liberty Theatre on (date). "Shenandoah" is the story of a family headed by Charlie Anderson (James Stewart). The Andersons attempt to remain neutral as the Civil War battles are waged nearby in the lush Virginia countryside, but wars have a way of injecting themselves into the lives of everyone. "Shenandoah" is a warm and at time amusing story of a most unusual family. There is always a display of family unity, love and devotion . . . and respect for each other that provides each one with the strength to meet the challenges which the war brings to them. I sincerely hope the mothers and fathers, the teenagers and the grandparents in the Walla Walla area will show their approval of "Family Films" by attending the showing of "Shenandoah". "Shenandoah" will be at regular prices and will be shown continuous performances. Sincerely, (signed) manager, Walla Walla Theatres." . . . We had good cooperation from the film company and used the radio to alert the surrounding area. Later, newspaper ads carried the copy: "Free Kleenex if you didn't bring enough." This was appreciated by a large number of ladies. Two six-sheets, one three sheet and four one sheets were used around town; two news trucks were bannered with posters reading "Read the book; see the movie."

MR. AND MRS. CHARLIE PAYNE, managers, Showboat, Texas City, Texas, known in show business as "Cousin Elmer and Cousin Essy", recently observed their first anniversary as managers of this theatre; and the occasion was marked by a full page of congratulations and tributes in the local Daily Sun. Included was an editorial tribute by local realtor Dee Walker. A former comedian and "Grand Ole Opry" star in vaudeville and on radio, The Paynes were remembered by their old pals Tex Ritter and Gene Autry, who took ads along with many of the local dealers, the bank, Pepsi-Cola, etc. "Uncle" Johnny Long, whose interests include the Showboat, appreciates people like "Charlie and Wilda", who are creative and dynamic in the promotion of good shows. Long likes people who get things done. In one short year, under the Payne's management, the Showboat has become a beehive of activity.

HARVE PRESNELL
TELLY SAVALAS
LEE ANTHONY
CHARMIAN CARR
GRAND OPENING!
Thunderbird
DRIVE IN THEATRE
Personal appearances were made by Hollywood stars, left to right, Havre Presnell, Lee Anthony, Charmian Carr, and Telly Savalas at the recent opening of NGC's Thunderbird Drive-In, Sacremento, Cal., and were introduced by district manager John Denman, right.

Thunderbird Drive-In

(*Continued from page* EX-705)

IN THEATRE OPENING TONIGHT." This colorful stunt attracted notice from thousands of California State Fair-goers as it was flown over the fairground all of opening day. Children attending the opening week at the theatre were entertained by Lupo the clown and were given souvenir ballons and toy thunderbirds.

Also on the scene were J. Walter Bantau, director of construction, John W. Wilson, merchandising chief and his assistant, Bill Upham, film buying's Gordon Hewitt, Pete Vigna and Frank Hopper, Pete Latsis, advertising-publicity director, and Bob Apple, special promotions head.

For Theatre-

Tested and Approved

THEATRE

FORMS

AND

SYSTEMS

write to

Exhibitor

Book Shop!

Actual sample sheets of all "Plus Services" will be sent on written request

CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum words. No cuts or borders. **4 consecutive** insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (See "A-Man" CORNER on this page for Help and Situations Wanted advertising.)

BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO $3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

EQUIPMENT WANTED

WANTED: In-car heaters for Drive-In. Advise type, condition and cost. P.O. BOX 9811, Rochester, N. Y. 14623.

WANTED: Booth Equipment, Projectors—Simplex XL, Supers & E-7; Soundheads—Simplex XL, RCA 9030 and 9050; Lamps—Magnarc, Ashcraft or Excelite 100 or 135 amp. HARRY MELCHER ENTERPRISES, 3238 West Fond du Lac Ave., Milwaukee, Wisconsin 53210. Phone: 442-5020.

FORMS AND SYSTEMS

EXHIBITOR BOOK SHOP, 317 N. Broad St., Philadelphia, Pa. 19107.

NEW EQUIPMENT

INDESTRUCTIBLE MASONITE MARQUEE LETTERS, interchangeable all makes. 4"-50c, 6"-65c, 8"-75c, 10"-90c, 12"-$1.05, 16"-$1.75, 17"-$2.00, 24"-$3.00. Non-sliding spring 10c additional. 10% discount 100 letters assorted or over $60.00 list. Free sample! S.O.S., 387 Park Ave., South, New York 10016.

50% BRIGHTER PICTURES WITH NEW SCREENS—Mattewhite, only 57¢ square foot; Mattewhite Lenticular or Pearglo, 89¢ square foot. SAMPLES FREE! S.O.S., 387 Park Avenue, South, New York 10016.

The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you* are looking for a job . . . or IF you* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in theree consecutive issues and then dropped. If success does not crown an original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it. And it is completely FREE!

***A (WO) MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.**

PROJECTIONIST AVAILABLE. Five years experience, non-union man. Prefer job in South Carolina if possible, but would accept in another state with right man. **ARTHUR T. WAGSTAFF, 321 St. James, Georgetown, S. C.** **(915)**

VERSATILE and highly imaginative communications media graduate seeks a challenging career that rewards innovtion with advancement. Wide public contact experience. Veteran, will relocate. Good references. **BOX D91, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

PROJECTIONIST & MANAGER position desired in New England states. Free to leave immediately. Fully experienced in all phases of your theatre. No loafer, young, sober and dependable. **BOX A91, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

EXPERIENCED THEATRE MANAGER available. Will relocate for job opportunity and pension plan. Consider $130. weekly. Contact **Peter Daniels, 2125 1st Ave., N.Y.C. 10029** **(922)**

PROJECTIONIST with 20 years experience. 39 years old, would prefer job in Southeast. **C. R. Avant, Rt. 4, Box 35, Walterboro, S. C. Tel. 538-2323.** **(922)**

GENERAL MANAGER, Buyer, booker, promotion manager (one person) for small art house circuit, Southern California. **BOX B91, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

JOB WANTED as assistant manager. Prefer first run hard top, family or art type theatre. Good worker, anxious to please. **BOX C91, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

VIRGINIA CHAIN needs theatre manager, conventional or drive-in. Send full information and phone number to **BOX A915, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

WANTED: Seasoned manager. Sober, reliable, able make friends for business. Must know advertising, maintenance, concessions. Manage hard-top, supervise drive-in as City Mgr. Midwestern city. Good salary—excellent opportunity progressive, fast growing company. **BOX B915, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

SHOWMEN WANTED! Experienced drive-in and indoor managers and assistant managers. Openings available for Phila. exchange area. All benefits including fully paid retirement and insurance. Replies confidential. **BOX C915, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

ASST. MANAGER-MANAGER available. Have experience with large west coast chain. 26, single, can run booth. Would like to relocate with up and coming small circuit. **BOX D915, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

PROJECTIONIST WANTED. Full time, year-round position. State education, experience, references and salary expected in first letter. **LYON THEATRE CIRCUIT, Franklin, Va. 23851.** **(915)**

AUDIENCES ARE IMPORTANT! Are they important to you? Ambitious college graduate seeking chain position advertising, public relations, other management field. Unusual showmanship abilities. Experienced all advertising fields. **BOX E91, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

Address all Correspondence to— ***The A—MAN Corner*** **{Motion Picture Exhibitor
317 N. Broad St., Phila., Pa. 19107**

PROGRAMS

LET US SELL your coming pictures with our new Imperial Program or our Jet Folder. We have other printed products so low priced you will be amazed. Send your title and dates to "FEPCO" FILM EXHIBITORS PRINTING COMPANY, Box 795, Omaha, Nebraska.

SPEAKER CONES

DRIVE-IN SPEAKERS RECONED 90¢ EACH. All weather resistant material. Write for free sample. C & M RECONE COMPANY, 11 Witherspoon Street, Princeton, New Jersey.

THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY, INC., 100 Taylor Street, Nashville 8, Tennessee.

SPECIALISTS IN REBUILDING CHAIRS. Best workmanship, reasonable prices. Have men, will travel. Rebuilt theatre chairs for sale. NEVA BURN PRODUCTS CORP., 262 South St., N. Y. C.

THEATRES FOR SALE OR LEASE

VICINITY Front and Lehigh Avenues, Philadelphia. Ready to open. Seats 700. Air Conditioned, fully equipped. Write TOM JOYCE, 100 West Lehigh Ave., Philadelphia, Pa. 19133. Telephone 215-GA 5-3800.

THEATRES FOR SALE

300-CAR DRIVE-IN THEATRE complete. East Central Indiana, $17,500 full price, $5,000 will handle. TOM MATTOX, Realtor, 123 E. First St., Rushville, Indiana. Phone 932-2444.

SEQUOYAH AND SOONER Drive-In Theatres in fast growing Sallisaw, Okla. Bargain Terms. EARL PHILLIPS, Sallisaw.

WINDOW CARDS

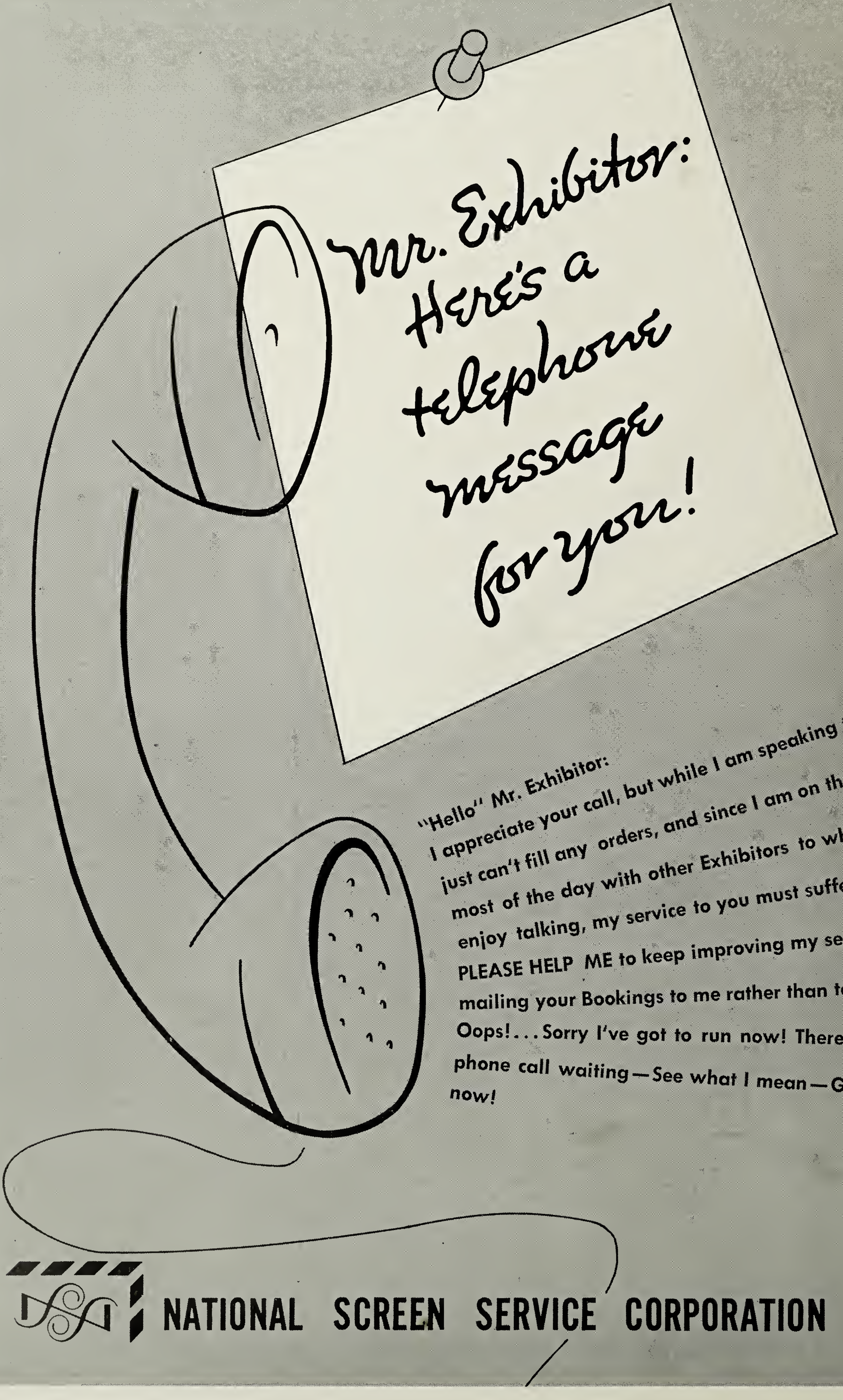
WEEKLY THEATRE and drive-in cards, 100-14 x 22-$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

MOVING? ADDRESS CHANGING?

You won't miss your weekly copy of MOTION PICTURE EXHIBITOR if you are changing your address, or if the Post Office insists on delivering only to a box number, *providing you let us know the new mailing address three weeks in advance of the change.* Send us your new, correct mailing address with the address portion of the wrapper or envelope bringing you your copy. And please include your Zip Code!

Please notify:

MOTION PICTURE EXHIBITOR
CIRCULATION DEPARTMENT
317 N. Broad St., Phila., Pa. 19107



"Hello" Mr. Exhibitor:

I appreciate your call, but while I am speaking to you, I just can't fill any orders, and since I am on the telephone most of the day with other Exhibitors to whom I also enjoy talking, my service to you must suffer—So PLEASE HELP ME to keep improving my service by mailing your Bookings to me rather than telephoning. Oops!... Sorry I've got to run now! There's another phone call waiting—See what I mean—Good Bye now!

NATIONAL SCREEN SERVICE CORPORATION

MOTION PICTURE
EXHIBITOR

SEPTEMBER 29, 1965 Volume 74 No. 9

IN TWO SECTIONS • THIS IS SECTION ONE

Presenting...
The International
LAUREL
AWARDS
1965 Season

The Proudest Name in Entertainment.

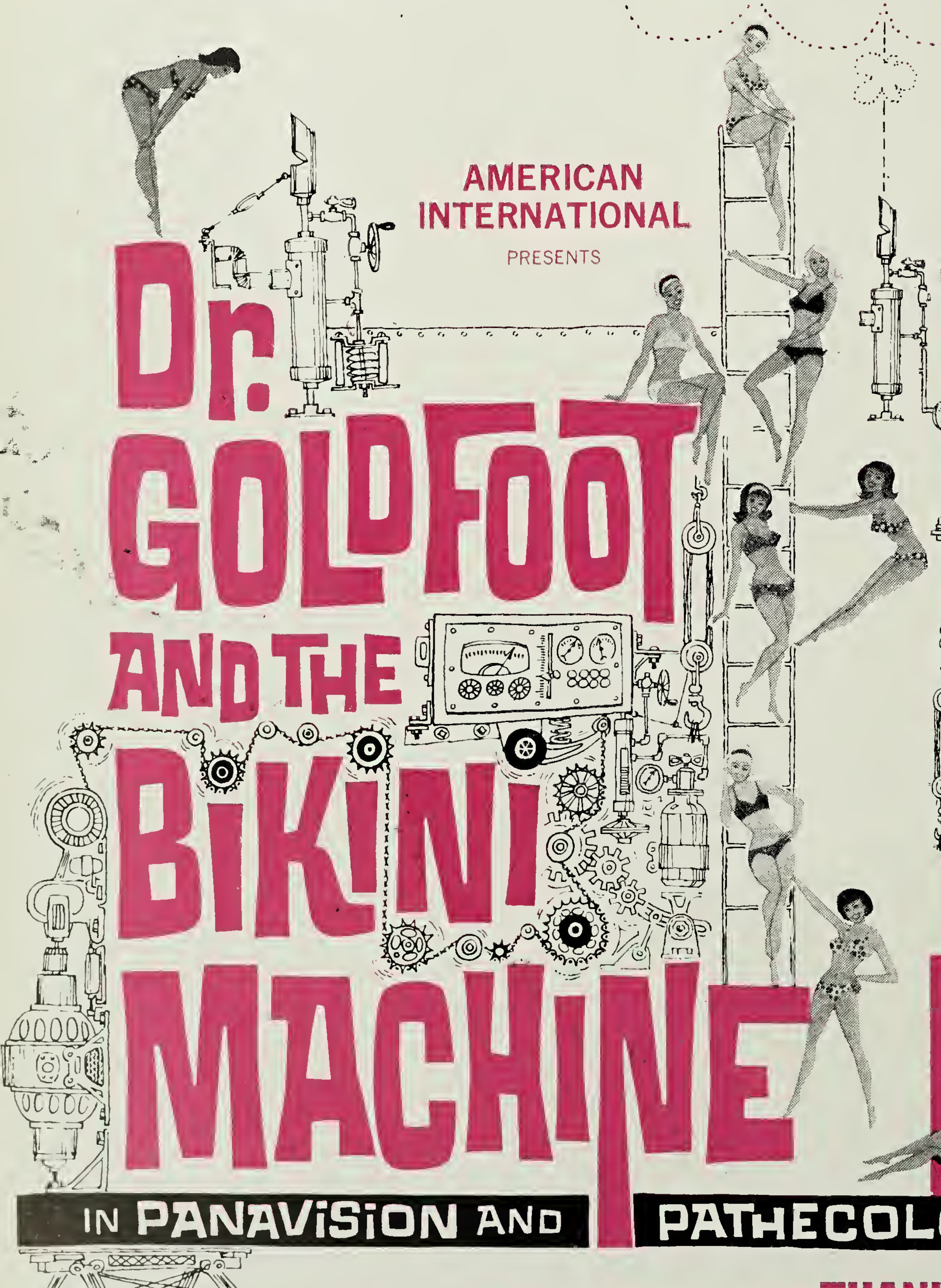
UNITED
ARTISTS

Get in on this fantastic plot to control the World's wealth... put your financial future in the evil grasping hands of ......"Dr. GOLDFOOT and the BIKINI MACHINE"...... It turns out bouncing broads, beautiful babes
and bundles
and bundles
of BOODLE!

THIS IS A
BIKINI MACHINE

AMERICAN
INTERNATIONAL
PRESENTS

Dr. GOLDFOOT AND THE BIKINI MACHINE



STARRING
VINCENT PRICE
FRANKIE AVALON **DWAYNE HICKMAN**
SUSAN HART **JACK MULLANEY**
SPECIAL GUEST STAR
FRED CLARK

IN PANAVISION AND PATHECOLOR

NOW IN PRODUCTION FOR THANKSGIVING, 1965 RELEASE

Directed by NORMAN TAUROG · Screenplay by ELWOOD ULLMAN and ROBERT KAUFMAN · Story by JAMES HARTFORD · Produced by JAMES H. NICHOLSON and SAMUEL Z. ARKOFF · Co-producer ANTHONY CARRAS

The Trade Paper Read by Choice—Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 3110 Elm Avenue, Baltimore, Md. 21211. New York field office: 1600 Broadway, Suite 604, New York 10019, West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.: Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecoff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: $2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, $5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WAlnut 2-1860.

Member Audit Bureau of Circulations

MOTION PICTURE
EXHIBITOR
Plus
SHOWMEN'S TRADE REVIEW

Volume 74 • No. 9 September 29, 1965 Our 47th Year

YOU KNOW WHERE WE STAND

MANY LETTERS COME into this office concerning our editorial point of view. It is no different here than in the office of any publication that takes a stand on important issues, and all such publications owe their subscribers some explanation of the process by which they arrive at their editorial opinions.

It stands to reason that the man who stands up to be counted on important issues will make someone angry. We subscribe to the opinion that the publication that angers no one is saying nothing. We have angered our share of readers. We have the letters on file to prove it. However, we are proud of the fact that those we have angered, for the most part, are still subscribers to the publication.

Our editorial opinions are based on information and knowledge gleaned from a lifetime of activity in every facet of the motion picture industry. We make every effort to consider the problems of buyer and seller because we both bought and sold film ourselves.

Our aim has always been to contribute and in some measure to stimulate constructive thought on industry problems. Our goal is to assist in some small way in the creation of a strong, prosperous motion picture industry.

No one could expect our readers to agree with everything we have to say on this editorial page. We invite and encourage expressions of opinion. In the important matters that face everyone in this industry, silence is not golden. A lively and continuous dialogue is vital if progress is to be made and problems are to be solved. Of course, we reserve the right to make the final decision on whether or not such expressions by our readers, either agreeing or disagreeing with us, are worthy of publication.

An editorial page is a powerful weapon and should be used responsibly. We have always tried to use ours fairly, without licking anyone's boots and also without attacking any individual or group out of personal vindictiveness. That is not to say that we have never been wrong in our editorial opinion. The man who has never made a mistake has never accomplished anything worthwhile either. We try to keep an open mind about all subjects.

All in all, our editorial approach has paid off handsomely through the years. We have received many pats on the back, and we are grateful for them. We have also received a few raps, and we're grateful for them too.

An outstanding Catholic columnist, whom we had never met, once wrote in a widely distributed Catholic publication, "Jay Emanuel will pat someone on the back who has done something worthwhile. Should the same party do something wrong, he will tell him off but good." We are proud of that kind of reputation.

Recently, a western exhibitor who operates several theatres, telephoned us at home on a Sunday. He complained that we were not forceful enough in our editorial condemnation of the sale of recent films to television. We offered to publish his letter and here is what he wrote: *"Please inform the exhibitors of America of these shocking and destructive fast-buck sales to television. Stop avoiding articles and information on sales to television."*

The accusation that we had in some way shirked our editorial duty rankled us a bit. MOTION PICTURE EXHIBITOR, more than any other trade paper, editorialized on the dangers represented by the sale of relatively new feature films to television. The expression "SUNDAY NIGHT SUICIDE" was created by this publication, and we made every effort to enlist all theatremen in a campaign to point out the harmful effects of the films-to-tv flood. We are not policemen. No trade paper can stem this kind of tide. Now "Sunday Night Suicide" has spread to other days of the week, and the industry is the big loser. However, MOTION PICTURE EXHIBITOR is on record early, often, and vociferously.

What was the end result? This western exhibitor wrote us and asked us not to use his name.

He is not alone in this refusal to stand up for what he believes to be right. There are many self-righteous individuals who are brave as long as the other fellow is doing the fighting. They can't seem to realize that it is their fight too. It is a far greater crime to be silent while the times scream for action than to be honestly wrong. The middle of the road may be comfortable for a while, but the folks who continuously travel there will eventually be run over by the traffic coming at them from both directions.

Many times, exhibitors come to us with problems of a personal nature resulting from their dealings with one distributor or another. When we can, we take an active part in trying to rectify these situations.

We have many letters on file complimenting us for helping to effect a satisfactory settlement.

Here is one example: Some time ago, an exhibitor complained to us that he had purchased a bid picture with a huge guarantee, only to watch with horror as his theatre burned to the ground on the first day of this engagement. Despite these extraordinary circumstances, he could get no rebate from the distributor.

We discussed the matter with the company in question, and in a very short time, the distributor resold the picture to a competitor and returned $4,000 to a happy exhibitor. It is true that there are unscrupulous individuals in the ranks of exhibition and distribution, but the great majority of the individuals in this and every industry are men of principle who desire to do the right thing as they see it.

We'll continue to look for the right as we see it and to proclaim it loudly from this editorial page. We'll make our share of mistakes, but you'll always know where we stand on the important issues.

Come to think of it, that's quite a lot for only two bucks a year.

Para. Execs Answer Dissidents

Weltner Forces Counter Attack By Siegel, Martin; Divestiture Of GAC Stock Still Key Issue

NEW YORK—Paramount president George Weltner and others aligned with management offered in New York Federal Court a denunciation of Herbert J. Siegel and Ernest Martin, dissident directors and stockholders, who charged the company with mismanagement after Weltner and others filed an antitrust suit seeking to have them stripped of power as members of the board of directors.

In papers sworn to by Weltner, Edwin L. Weisl, chairman of the executive committee; Martin Davis, director of advertising and public relations; Leonard Kaufman, general counsel; Bernard Donnenfeld, associate head of studio activities; Milton Ruden, attorney for Frank Sinatra and Sinatra Enterprises; and Paul Raibourn, Paramount's senior vice-president, charges made by Siegel and Martin are termed "false" and "misleading."

A key issue is whether or not Siegel agreed or did not agree to divest himself of holdings in General Artists Corporation, the talent agency which does business with Paramount. A continuance of his holdings would represent an alleged conflict of interests and for this reason Paramount wants Siegel and partner Martin defrocked as board members of the film company. Paramount insists that Siegel had agreed to the General Artists Corporation stock divestiture.

Weltner said he regarded it as "astonishing" that Siegel should deny at this point that he, Siegel, made any commitments to drop his General Artists stock.

Siegel had attacked a Paramount board indemnity resolution in Weltner's behalf. Weltner says this attack is unfounded, and, further, "the defendents have made scandalous charges against my honor and integrity. They have distorted an innocent incident into implications if not actual accusations of fraud . . . They also engaged in insult and vituperation against founder Adolph Zukor . . . no one has been spared Mr. Siegel's and Mr. Martin's insults."

7-Arts Sets U.K. Deal

LONDON—Norman Katz, executive vice-president of Seven Arts International, announced at the company's first global sales meeting that the product not made for the major companies would be released in the U. K. through Bryson Film Distributors. Twelve subjects are involved in the initial deal, which will be supervised by William Levy. BFD is headed by Eddie Bryson, former Columbia Pictures co-managing director, and Alan Tucker, London representative for Rogers and Cowan and former Columbia publicist.

Universal Signs Webb

UNIVERSAL CITY, CALIF.—Jack Webb has been signed by Universal City Studios to a three-way pact in which his services will be available as producer, director and star for both motion pictures and tv.

Homes, Schools, Churches Must Raise Public Tastes

CHARLOTTE—A special mayor's committee, after months of study of motion pictures and literature available in Charlotte, has reported that substitution of good literature, films, and entertainment for the obscene and bad now available places the prablem in the "realm of good taste." No new laws are recommended.

Paul R. Ervin, lawyer and chairman of the committee, said, "This puts the responsibility squarely on the homes, the schools, and the churches to cultivate a taste for good literature and good entertainment instead of the bad."

The committee's report, just submitted to the City Council, calls for appointment of a new committee to explore some possible remedies to the community problem and enforcement of what Ervin termed "already adequate and existing laws."

"Loved One" Screenings

NEW YORK—A heavily concentrated program of special screenings for MGM-Filmways' Martin Ransohoff Production "The Loved One," Tony Richardson's first film since "Tom Jones," is now in effect, with a series of showings of the satire scheduled up to the world premiere on Oct. 11 at Cinema I in New York.

This unusual policy was instituted because of the unique, "must see' response the film has generated since its production. As a result, invitations have been extended to leading opinionmakers, consisting of prominent figures in the literary, social, political, and entertainment worlds. This is in addition to the showings to members of the press and the mass media.

Justice Douglas To Present Pioneer Award To O'Brien

NEW YORK—William O. Douglas, Associate of the United States Supreme Court, will present MGM president Robert H. O'Brien with the "Pioneer of the Year" award at the 27th anniversary dinner of the Motion Picture Pioneers. The announcement was made by Morris E. Lefko, MGM vice-president and general sales manager, and dinner chairman.

Justice Douglas and O'Brien have been friends since their days with the Securities and Exchange Commission. Justice Douglas was commissioner and chairman of the SEC from 1936-1939, and O'Brien, who joined the SEC in 1934, was named commissioner in 1942.

Justice Douglas, author of many books on law and finance, holds 11 LLD Degrees, and was a faculty member at both Columbia and Yale Law Schools. In 1939, he was nominated by President Roosevelt to be an Associate Justice of the Supreme Court, and assumed his seat on April 17, 1939..

The Pioneer dinner, which will be held on Monday, Nov. 22, at the Hotel Americana in New York, will be attended by scores of motion picture executives and personalities from film centers throughout the world as a tribute to O'Brien.

Merry Christmas, Walt

NEW YORK—Walt Disney's "That Darn Cat," starring Hayley Mills, Dean Jones, Dorothy Provine, Roddy McDowall, and Neville Brand, will be this year's Christmas attraction at Radio City Music Hall, it was announced by Irving H. Ludwig, president and general sales manager of Buena Vista, and Russell V. Downing, president of the theatre.

M.T.O.A. Salutes
A. JULIAN BRYLAWSKI
For 57 Years In Show Business

Among those seen at the final night's banquet of the Maryland Theatre Owners Association's fifth annual convention at the Washingtonian Motel, Gaithersburg, Md., were, left to right, John G. Broumas, founder of the association; Julian Brylawski, president, Motion Picture Theatre Owners of Metropolitan Washington, D.C., who was honored with a testimonial at the event; George Brehm, retiring president of MTOA; and David Ginsburg, general chairman of the convention.

Harry Goldberg To Retire From SW Ad-Pub Post

NEW YORK—Si Fabian, President of Stanley Warner Corporation, announced with regret the retirement of Harry Goldberg as advertising and publicity director of the company. Goldberg, who for 29 years headed the department for Stanley Warner Theatres and its Warner Bros. predecessor, is retiring on Dec. 31.

In announcing his retirement, Fabian said, "Harry has not only been a valued friend and intimate colleague, but over the years has performed distinguished service for the company and the entire industry.

"We respect his desire to relinquish his wide responsibilities and take on less onerous duties. We are pleased that he will continue important services to the company."

For the last few years, Goldberg has branched out into other activities. He will continue as a consultant and as the company's representative on such special projects.

Goldberg started with the Warner Bros. Theatre chain as assistant to the advertising manager of the Newark zone.

Three years later, after having become advertising manager in Newark, and then served some 18 months as head of the Philadelphia operation, he was appointed national director of the Warner Bros. theatre advertising department which then operated more than 500 theatres from coast to coast. He was the originator of many special methods of merchandising "problem pictures" which were used by exhibitors throughout the country.

He was a pioneer in closed circuit theatre events, recognizing at the first fight telecast that any seat gave the fan a better show than at ring side. Since then, he has been the Stanley Warner buyer for these attractions.

When Si Fabian and Sam Rosen took over Cinerama after it was refused by every studio in the industry, he developed the advertising, promotion, and publicity policy which made the Cinerama productions the outstanding two-a-day box office performers in history. At the same time, he has been active in the industry's public relations drives and the major philanthropic campaigns supported by exhibition and distribution.

Color-TV Sells "Fu Manchu"

NEW YORK—In a movie designed to take full advantage of the current switch by network and local television stations to color broadcasting, Seven Arts Pictures has prepared a series of four full-color tv spots to be used in promoting the October-November national release of their suspense-thriller, "The Face of Fu Manchu."

The spots, consisting of two 60-second and two 20-second commercials, will be aired in color on all facilities equipped to show color, and can be broadcast in black and white on stations not yet set up for color airing.

Tri-State Convention Set

MEMPHIS, TENN.—Leon Rountree, president, Tri-States Theatre Owners of Mississippi-Tennessee-Arkansas, announced that the organization will hold its 57th annual convention at the Chisca Plaza here on Nov. 8-9-10.

Exhibitors Urged To Participate In Program To Make Streets Safe

NEW YORK—The Council of Motion Picture Organizations has sent a memorandum to exhibitors outlining a program aimed at reducing danger on the streets at night.

In a memorandum by Charles E. McCarthy, executive vice-president of COMPO, it was explained that at a recent COMPO executive committee meeting, an exhibitor reported that evening attendance at his theatres had been endangered by the fear of people, especially women, to be out on the streets at night, and that accordingly, he had taken steps to reduce the danger of assult and to allay the fears of his patrons.

The memorandum goes on as follows:

"Since crime on the streets has been shown to be all too prevalent throughout the country, it was suggested that this exhibitor's experience be brought to the attention of other exhibitors so that they too could act to reduce this danger.

"Accordingly, we are sending you these suggestions, made by the exhibitor as a result of his own experience.

"1—Request merchants on business streets to keep stores open later on weekday evenings and then to keep store windows brightly illuminated even after the premises are closed for business.

"2—If certain important streets or avenues are insufficiently illuminated and if these locations are used by people seeking transportation whether it be bus, trolley, or rapid transit, the theatre owners should seek the cooperation of merchants and the local civic organizations in helping to provide better illumination. This will encourage the use of public transportation to and from outlying areas to the shopping and theatre districts.

"3—In the event that a residential area is in the process of being developed and until its completion there is no public transportation available, the theatre alone, or the theatre in combination with other merchants can arrange for bus transportation for residents already in the area to and from the theatre and shopping districts. The bus can make a number of trips early in the evening and then again at the time the show breaks.

"If your streets are dangerous you might try this program, adding to it, of course, as you see fit."

Former film star Colleen Moore, visiting Hollywood to gather material for her autobiography, looks at an old still during a reunion at Universal City Studios with Mervyn LeRoy, who made his directorial bow on her picture, "Oh, Kay." LeRoy has just completed his 75th picture, "Moment To Moment."

The Public Wants To Know Everything About Movies

NEW YORK—What are the questions about movies raised by the average moviegoer?

Speaking to a number of groups of businessmen, club women, religious leaders, and students in the middle west, William McCutchen, community relations department associate of the Motion Picture Association of America, has had a number of interesting questions put to him.

A religious leader asked: "Does the motion picture industry have an obligation to raise the moral values of the public through the motion picture?"

A student at Martin Luther College, New Ulm, Minnesota, asked: "What do you think of the sometimes abrasive criticism that the movie industry receives from the various publications in America?"

A high school student on a radio discussion program on station KABR, Aberdeen, South Dakota, wanted to know: "How can I get into the movies?"

A member of the Lions' Club, Mankato, Minnesota, one of 75 attending a dinner meeting addressed by McCutchen, asked: "How does the motion picture industry regulate itself?"

A mother with pre-teen children asked: "Do you believe it is the responsibility of the parents to select films for their children?"

In New Ulm, Minnesota, McCutchen appeared on a radio program called "Smorgasbord" with the Reverend Shoemaker of the First Methodist Church, Father Gross of the local Catholic church, and four other community leaders. For a full hour, the group discussed a wide range of topics dealing with the movies. While everyone had his own opinion about certain movies, all agreed that governmental censorship should not be applied to the motion picture industry. They also further agreed that the motion picture continues to be the most exciting and entertaining means of communication available to the American public.

Wash. Tent Honors Carreras

WASHINGTON, D.C.—John G. Broumas, chief barker, Variety Club of Washington, Tent 11, announced that Colonel James Carreras, M.P.E., president, Hammer Productions, Ltd., London, England, and Variety Clubs International chief barker, will be honored at a testimonial dinner by Tent 11 on Oct. 16 at the Statler-Hilton Hotel.

Gen. Cinema Eyes Split

WILMINGTON, DEL.—The special meeting of Geenral Cinema Corp. stockholders to vote on the proposed 5-to-4 common split previously reported in MOTION PICTURE EXHIBITOR will be held here tomorrow ,Sept. 30 10 a.m. at the offices of the Corporation Trust Company, 100 West Tenth Street, Wilmington, Del.

CONTINENTAL'S GR

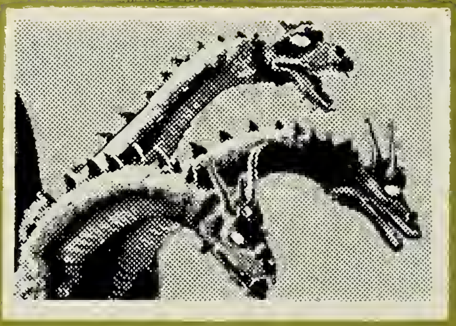
GOLDEN Q

OCTOBER 1 –

eight new smash s

OCTOBER

"GHIDRAH THE THREE-HEADED MONSTER"
Battles Godzilla, Rodan and
Mothra For The World



"LOLLIPOP
A Different Ki

NOVEMBER

"TIME OF INDIFFERENCE"
Starring ROD STEIGER, CLAUDIA CARDINALE,
SHELLEY WINTERS

DECEMBER

"FLAME AND THE FIRE"
Directed by PIERRE DOMINIQUE GAISSEAU
Creator of "Sky Above, Mud Below"

"W
Sta

EXTRA

A SALES DRIVE BONUS *FOR THEATRE OWNERS, MANAGERS, BUYERS AND BOOKERS IN THE UNITED STATES. WIN A FREE TRIP, FOR TWO, TO IRELAND NEXT SPRING FOR THE FILMING OF CONTINENTAL'S NEW PRODUCTION—JAMES JOYCE'S* ***"ULYSSES"****.*

*GET YOUR FREE GOLDEN QUARTER ENTRY COIN
FROM YOUR CONTINENTAL MAN!*

OFFER VOID IN STATES WHERE PROHIBITED

CONTINENTAL'S
25
SALES DRIVE

TEST SALES DRIVE!

ARTER-65

ECEMBER 31

es drive releases!

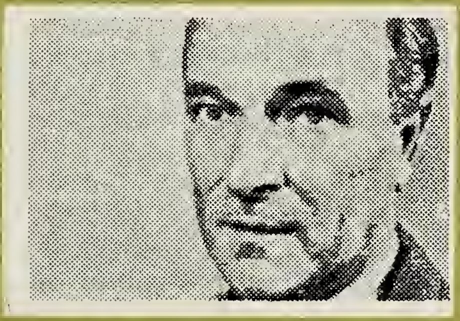
R"

"THE RAILROAD MAN"

Starring and Directed by PIETRO GERMI
Creator of "Seduced And Abandoned"
and "Divorce Italian Style"

DERWORLD INFORMERS"

An expose of Gangland's Secret Society



N THE SHADOW"

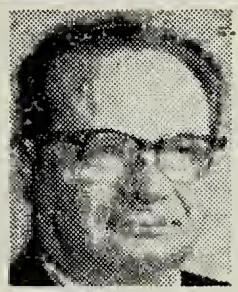
McGOOHAN (TV's "Secret Agent")

"KWAIDAN"

In the Tradition of "Rashomon"
and "Gate Of Hell"

HERE ARE YOUR CONTINENTAL MEN!

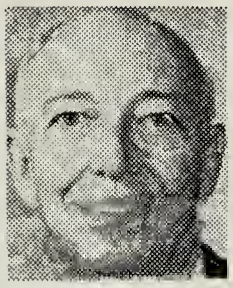
JUD PARKER
60 Church St., Boston 16,
Mass. (617) 542-2909



IZ WEINER
166 Golden Gate Ave.
San Fran. 2, Calif.
(415) 775-7666

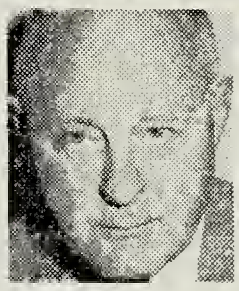
DON SCHWARTZ
241 East 34th St.
New York, N.Y. 10016
(212) MU 3-6300

BOB FOLLIARD
Room 834, Warner Bldg.
13th & E St. NW, Wash.
4, D.C. (202) DI 7-6058



SOL SACHS
2009 Jackson St., Dallas,
Texas (214) RI 2-5368

MURRAY BAKER
Suite 4, 1632 Central Parkway
Cincinnati, Ohio 45210
(513) MA 1-4926



BOB ALLEN
1307 South Wabash Ave.
Chicago, Ill. 60605
(312) WE 9-6090

PAUL BAISE
8833 Sunset Blvd.
Los Angeles 69, Calif.
(213) 657-1346

CONTINENTAL
A DIVISION OF WALTER READE-STERLING, INC.

Variety Sunshine Coach Campaign Bringing Joy To Kids Everywhere

LONDON—Mrs. Hubert Humphrey, wife of the Vice-President of the United States of America, is to accept a Sunshine Coach which the Variety Clubs organisation is to present to a centre for handicapped children in Washington, D.C.

The handing-over ceremony will take place on Oct. 15, and it is expected that the presentation will be staged on the steps of the Capitol.

The coach has been sponsored by the United Artists Film Corporation, whose leading executives, Arthur Krim, Robert Benjamin, and Arnold Picker, are to be present.

James Carreras, chief barker, Variety Clubs International, is flying from his London headquarters for consultations with his American Variety colleagues and has been invited to Washington for the handing over. Col. Carreras, who will be accompanied by his wife, Vera, is subsequently to be feted at a dinner given in Washington by the local Variety Club.

Nathan D. Golden, counsellor-at-law and a Variety Clubs International executive officer, has been appointed to arrange details of the coach ceremony and the celebratory dinner.

Invitations to the Washington handing-over have been extended to the heads of all the leading motion picture companies, the majority of whom are long-standing supporters of the Variety movement, which works for children's charities in America, Canada, Mexico, Ireland, and Britain.

The Variety Clubs Sunshine Coach scheme dates back to 1962, when Leslie Macdonnell, then chief barker of the Variety Club of Great Britain and managing director of the top theatre group, Moss Empires, lunched with British show business star Dickie Henderson and Mrs. Harry Weetman, wife of the famed golfer and mother of a polio-stricken child.

They discussed the possibility of Variety establishing a permanent summer home for infirm youngsters, and from this emerged the more practical and flexible scheme of providing two or three coaches which could be used to transport disabled children on holiday excursions previously impossible for them.

Following consultations with medical experts and specialist coach builders, a vehicle was designed from which the seats could be removed for the accommodation of wheelchair and stretcher cases, while a hydraulically operated tailboard facilitated the easy entry of such cases to the coach's interior. Other features ensured complete safety and comfort for its special passengers.

The coach was an instant success and hospital boards throughout Britain clamoured for a Sunshine Coach. In face of this. the original idea of providing just a few vehicles was scrapped in favour of a plan to sponsor as many as possible.

A party of British Variety officials agreed personally to defray the cost of transporting a vehicle to Houston, Tex., for examination by the delegates assembled there for the Variety International convention in 1963. The display aroused tremendous enthusiasm and American Variety Clubs launched their own coach schemes. Today, there are 60 Sunshine vehicles in service in the U.S. and Britain.

From the coach scheme has emerged an ancillary operation for the provision of smaller vehicles known as Sunshine Mini-coaches, for use by centres caring for fewer children. Currently, 19 are being used by British hospital groups and other organizations, and a prototype will shortly be seen in Pittsburgh, home of the first of the 35 Variety Clubs.

In America, Milton Rackmil, president of Universal Pictures, purchased the first coach for presentation to the Institute of Physical Medicine and Rehabilitation, New York. The Teamsters Union sponsored a vehicle in St. Louis, and Col. Jack Warner, C.B.E., president of Warner Bros. Pictures, financed a coach for the children's wing of a Los Angeles hospital.

Other benefactors have been Abe Schneider and Sam Spiegel, Columbia Pictures; the Hollywood Canteen; the Halperin Foundation, New York; Elliot Hyman, president of Seven Arts; the Hoblitzelle Foundation, Dallas; and the management and employees of Warner Bros., New York.

Doctors in both the United States and Britain confirm that the Sunshine Coaches represent an outstanding example of therapeutic medicine which in many instances has enabled hospital and home tied children to see the outside world for the first time.

On Oct. 10, three coaches are to be presented, in Tel Aviv, to Israeli organizations caring for handicapped children. A vehicle is also being presented next month to a children's hospital in Mexico, and in recent months two have been given to centres in Ireland which care for disabled youngsters.

Marty Allen and Steve Rossi, soon to make their film debut in Paramount's "The Last Of The Secret Agents," were recently presented with a special award by Richard Lightman, right, president, Tennessee Theatre Owners Association, for their participation in the Shelby County United Neighbors Benefit Show in Memphis.

U.S.A. Insurance Plan

STUDIO CITY, CALIF.—United Screen Arts, which now has 25 full-time employees, announced that it has put into effect a group insurance plan, with U.S.A. picking up the tab for all its personnel. The life, accident, and hospitalization coverage was arranged through Aetna Life Insurance Co., according to Vern Carstensen, executive vice-president of U.S.A.

"Movie News" To Theatres To Battle News Blackout

NEW YORK—At 6:00 a.m. on Wednesday, Sept. 22, the first reactivated edition of "Movie News," Volume II, No. 1, was loaded on the film delivery trucks and on its way to some 350 theatres in the five boroughs of New York, and a few Westchester showcase theatres.

The advertising and publicity directors committee of the Motion Picture Association of America, under the chairmanship of Robert S. Ferguson, authorized the new edition.

With the final okay received Monday, noon, Harry McWilliams and his staff moved into board room "C" at the MPAA and in 36 hours had the new edition on the presses.

Information had to be obtained from every theatre concerning their program for the week beginning Sept. 22. Each theatre listing carries, in addition to the name of the theatre and program, the address and telephone number. For all of the key downtown houses and showcase runs, a 28-inch ad is included. There also are ads for the major circuits. The front page is devoted to Key Broadway houses and a brief description of the picture playing in each theatre is presented.

Distribution of the 500,000 press run is handled by the participating theatres. Each theatre agrees to distribute at least 2,000 copies in its immediate area. The instructions on each package state how the exhibitor should plan his distribution—"Please see that the enclosed directories are distributed outside of your theatre. They should be taken to supermarkets, retail stores, restaurants, hotels, banks, and other points where your customers gather. Last time some exhibitors distributed them to passerbys in front of their theatres, and others had boys distribute at subway exits, apartments, and residences in their immediate area."

Developments in the New York City newspaper strike situation are being followed carefully by the advertising and publicity directors committee to determine whether or not "Movie News" will continue.

Jurow To WB Production

NEW YORK—The appointment of Martin Jurow as head of Warner Bros. production operations in Europe was announced by Jack L. Warner, president of Warner Bros., in describing the company's plans for the continuing enlargement of its global activities.

Jurow, for many years a leading producer and executive in motion pictures, will take over his new production assignment in November and will make his headquarters in London, where he will conduct Warner Bros.' multiple production operations throughout Europe.

Trans-Texas Ups Empey

DALLAS—Earl Podolnick, president of Trans-Texas Theatres, Inc., has announced the appointment of Dick Empey, formerly advertising and publicity director, to director of advertising,, publicity and theatre operations. This appointment and decision was made to coordinate inner functions of the company.

The circuit operates theatres in Dallas, Fort Worth, Austin, El Paso, Wichita Falls, and Denton, Tex. Executive offices are maintained in Dallas and Austin.

Court Asked To Reverse Censor Ban On "Lorna"

ANNAPOLIS, MD.—The Maryland Court of Appeals was asked to overrule the state motion picture censors and permit showing of "Lorna." The seven judges of the state's highest court planned to view the film and then hear arguments from the state and from a lawyer representing Wheeler Film Corporation. This was the second appeal to come to the court since the censorship law was revised earlier this year via the legislature to comply with a ruling of the U. S. Supreme Court.

The censorship board refused to grant Wheeler a license to exhibit "Lorna."

Judge J. Gilbert Prendergast, Baltimore Circuit Court, upheld the decision, ruling that the film was "utterly obscene and is completely violative of the Maryland statutes."

Richard C. Whiteford, lawyer for Wheeler, contended that despite "the obvious artistic shortcomings," the picture should be licensed. "Although the motion picture might be distasteful viewing to many people, it is not obscene," the brief stated.

NGC Managers Drive On

LOS ANGELES—National General Corporation's Fox West Coast Theatres' managers pledged themselves here to "set new records" in the company's first quarter Showmanship Drive.

Eugene V. Klien, NGC president, speaking at a meeting held at the Beverly Hillcrest Hotel, said "Every economic barometer shows that our company and the motion picture industry will continue to grow and prosper. We have budgeted a $50 milion three-year expansion program that would add 100 new theatres to our present total of 225."

Others taking uart in the meeting were Irving H. Levine, executive vice-president; Richard B. Graff, Levin's assistant; Dan A. Polier and William H. Thedford, co-directors of theatre operations; John Klee, Pacific Coast division manager; Jack McGee, Mountain-Midwest division manager; Joseph V. Vleck, advertising-publicity director, and district managers William Hertz, Harold Wyatt, Robert Weeks and Ernest Strum.

Similar meetings will be conducted in Kansas City and in Denver.

"Yoyo" To SF Fest

LOS ANGELES—The French film production, "Yoyo," produced by Paul Claudon and starring Pierre Etaix, has been selected as an entry in the San Francisco film festival starting Oct. 21st, it was announced here by William Boyd, chairman of the festival committee.

"Yoyo" will be released domestically by Magna Pictures Distribution Corp.

"Cleo" Release Mapped

BEVERLY HILLS, CALIF.—Favorite Films of California, Inc., concluded a special sales meeting here at the Continental Hotel for the upcoming release in the west of Governor Films' "Carry On Cleo."

Participating in the intensive discussions were Newton P. Jacobs, president of Favorite, and Daniel Emanuel, president of Governor Films.

Product Peek Highlights Session Of Allied's Pittsburgh Convention

DETROIT—Theatre owners and their wives attending the Pittsburgh convention will be feted by all of the major film companies and will be given an advance peek at the pictures now in production which will be available for their screens in 1966.

The film companies wil host a gala party on Monday evening, Oct. 11, in the Grand Ballroom of the Penn-Sheraton Hotel. Following dinner, major, productions not scheduled for general release until 1966 will be screened in downtown Pittsburgh theatres.

The Motion Picture Product Session will be held on Wednesday afternoon in the Gateway Theatre, where each of the film companies will show production reels and rushes of 1966 releases in production. This session is certain to prove not only extremely interesting but also definitely advantageous to the attending theatre owners who will thus be thoroughly briefed on the type, quality, and specific product which will be available during the first half of 1966.

The film companies which are participating in the Pittsburgh convention and which are giving their wholehearted co-operation in providing this important service to the nation's exhibitors are (alphabetically):

Allied Artists Pictures Corporation, American-International Pictures, Buena Vista Distribution Company, Inc., Columbia Pictures Corporation, Metro-Goldwyn-Mayer, Inc., Paramount Pictures Corporation, Twentieth Century-Fox Film Corporation, United Artists Corporation, Universal Pictures Company, Inc., and Warner Brothers Pictures Distributing Corp.

The film companies will be represented at the convention by the general sales managers and by the national advertising, publicity and exploitation executives.

Avis Rent-A-Car will extend a 20 percent discount to all theatremen who want to rent a car for inexpensive transportation to the Pittsburgh convention or who wish to rent a car while in Pittsburgh. The offer was made to Allied by Avis regional vice-president Marvin D. Krass. The special discount can be obtained by writing to Allied executive director Milton H. London, Fox Building, Detroit, Michigan, 48201. Parking is provided free at the Penn-Sheraton Hotel.

E. Louis Averbach, chief barker of the Variety Club of Pittsburgh, Tent 1, has issued an invitation to all theatremen and their wives to use the facilities of the Variety Club while attending the Pittsburgh convention. The comfortable, congenial club rooms of Variety Tent 1 are located in the Penn-Sheraton Hotel. Guest membership cards will be issued to each person who registers for the convention.

"Movies And You Awards" Stimulate Clubwomen To Launch Film Programs

NEW YORK—In order to encourage the development of motion picture programs by the 15,000 member clubs of the General Federation of Women's Clubs, the community relations department of the Motion Picture Association of America under direction of Margaret G. Twyman, has launched an annual Movies and You Awards Program.

Discussing the new program, Mrs. Twyman said: "We feel that the Movies and You Awards, which provide a five-day all expense trip to Hollywood for the winner and her husband, and in addition a $500 cash award to the winner's club, and a $250 cash award to the Club whose program places second in the competition, will be an effective stimulus to all of the clubs not only to sponsor a motion picture program, but to submit a report on it as an entry for the awards. We also will honor with a plaque the exhibitor who cooperated with the winning club."

Explaining further the purpose of the awards, Mrs. Twyman pointed out: "The member clubs of the General Federation are usually the most active women's clubs in their respective communities. They can be one of the most effective groups with which any exhibitor could tie up in his community. We want these able and active women to become more aware of the importance of motion pictures in today's community life; to be very conversant with recent improvements in film entertainment; and to be better acquainted with the sources of information about movie content which will aid both adults and children in the selection of films."

Some 2,500 clubs already have indicated an interest in setting up a special motion picture program as part of their 1965-66 schedule. These clubs which have expressed an interest receive copies of MOVIES AND YOU, Reel I and Reel II booklets. Reel I gives valuable background information on the motion picture industry. Reel II describes in detail a half a dozen types of programs that the club might wish to consider. In all cases, the club is advised to get in touch with and work with the local exhibitor in developing the club's program. The exhibitor is immediately notified whenever a club in his town indicates an interest.

"Judith" To Music Hall

NEW YORK—Paramount Pictures' "Judith," starring Sophia Loren, Peter Finch, and Jack Hawkins in an adventure-drama from the pen of Lawrence Durrell, has been selected by Radio City Music Hall as one of its early forthcoming attractions.

Announcement of the world premiere engagement at New York's famed showplace was made jointly by Russell V. Downing, president and managing director of the Music Hall, and Charles Boasberg, general sales manager for Paramount Pictures.

The NEW YORK Scene

By Mel Konecoff

THE THIRD ANNUAL N. Y. FILM FESTIVAL WAS DECLARED AN EXTREMELY successful one by a spokesman for Lincoln Center, who told us that the twelve-day event at Philharmonic Hall was atended by 61,000 people as compared with 55,000 last year. The twenty-five features grossed $127,000 while last year the Festival grossed $112,000.

Despite the high take at the box office, it was felt that the money figures were not the greatest concern, but rather that the jump in attendance signified great interest on the part of film devotees with much attention by younger audiences. Newspaper and other press representatives and the paying public had definite preferences when it came to viewing the selections from the various countries. Our friend, the spokesman, estimated attendance was 85 per cent of capacity.

The oldies, or retrospectives in the parlance of Lincoln Center both domestic and foreign which were never screened here or not seen for a number of years, were sold out. Among these were "Les Vampires" from France (1915); "Knave of Hearts" from France (1954); "The Wedding March" from the U. S. (1927); and "Of Human Bondage" from the U. S. (1934). Retrospectives will be a part of next year's program and they may even be expanded as there seems to be a definite audience indicated by the reaction of the Festival's public.

Another section of the operation that proved extremely popular were the panel discussions know as "Film '65," which consisted of 11 talk sessions with visiting critics, directors, and professionals in film and other arts, with free admission. People used to line up to get into the smaller rooms where Professor Arthur Knight acted as moderator. Festival officials were so impreseed with this hunger on the part of the audience that next year, this area may be enlarged as well. Of course, there were some pretty good "names" to help attract audiences.

The lack of cooperation on the part of Hollywood was scored, with the only American major represented being Columbia through its "Mickey One." This attitude was labeled as shameful.

Future festivals will cntinue without awards to entries or competition between entries because it was felt that this is the more intelligent way to handle this kind of event. While all films were not of top importance, it was felt that a valuable cross-section was available for viewing. The calibre of the film-makers indicates that even greater things can be hoped for next year.

The showings again let distributors look at the films with an eye towards purchasing the U. S. distribution rights, and some deals were concluded, we understand. Press coverage was better this year with more space being devoted to the exhibition. While art house devotees made up much of the audiences at Lincoln Center, local art theatres weren't bothered to any appreciable extent, with the better imports still drawing impressive audiences.

THE METROPOLITAN SCENE: SORRY TO HEAR THAT BEN BABB, ADVERTISING and exploitation rep. who had worked with Goerge Pal, Kenneth McEldowney, and David O. Selnick, died recently in Houston. He is survived by his wife, Betty Jane. . . . UA says no one is to be admitted after Samantha Eggar takes her climatic bath in the thriller, "Return From The Ashes." This could start a new trend. . . . Metro pleased with the overwhelming response to their two-page ad on "Doctor Zhivago" in the last issue of the N. Y. Sunday Times, published before the strike. It also triggered requests for bookings in South America, which area does not have any dates set for opening the film. . . . Current issue of Harper's treats on the increase in interest in film courses in colleges across the nation. It's suggested that Hollywood pay attention to the budding talents of some of the experimenting students. . . . Barbra Streisand was the guest of Joe Levine at a special midnight performance of "Darling" at the Lincoln Art Theatre, with the entire cast of "Funny Girl" also invited. . . . Following the American premiere of Fellini's "Juliet of the Spirits," invited guests will board the Italian liner, Raffaello, for a gala chamagne dinner dance given by Make New York Beautiful, Inc. . . . Joe Levine ought to get a kick out of "Loxfinger," the pocket book detailing the adventures of Agent Oy Oy 7, alias Israel Bond. Carroll Baker gets mention as does a possible Levine feature, "Perversion-Pakistani Style." "Don't Fool With Fu Manchu," sung by the Rockin' Ramrods will push Seven Arts Pictures' "The Face of Fu Manchu." It's predicted it will head rock-n-roll hit parade ere long. . . . Randy Fields, Embassy Pictures advertising department, was married to Ellen Buckner in Great Neck, L. I., Congragulations!

Sigma Meets With Exhibs On "Royal Ballet" Dates

NEW YORK—A series of meetings with exhibitors throughout the country has been set by Sigma III Corporation to plan the forthcoming special engagements of "An Evening With the Royal Ballet."

The film, starring Rudolph Nureyev and Margot Fonteyn, will be presented by special engagements, four reserved performances at each theatre, an evening and a matinee on two consecutive dates. The first group of engagements begin Sept. 29 and 30 in Florida and Los Angeles.

In addition to individual meetings with exhibitors in those territories, Leonard Gruenberg, president of Sigma III, personally conducted advertising-promotion seminars in Boston, Philadelphia, New Haven, Washington, D.C., Pittsburgh, Cleveland, and Cincinnati.

The WILL ROGERS HONOR ROLL *of* CIRCUITS

As of Sept. 17, these 135 circuits are participating in the Will Rogers audience collection:

Carolina Booking Serv.; Iowa United; Comerford; Frontier Theatres; Holiday Drive-In; Midstates; Robins Amusement; Fred Stein; Harry Zeitz; Fridley; B.S. Moss; Walter Reade; Rugoff Theatres; Cinema Art Theatre; F & A Theatres; Southern Amusement; Hecht Theatres; Century Theatres; Penn Paramount; B. K. Publix-Great States; AB-PT; Malco Theatres; Associated of Pittsburgh; Frisina Amusement Co.; New England Theatres; E. M. Loew Theatres; L & D Theatres; Interstate Theatre Corp.; Rowley United; Schine Theatres; Brotman & Sherman; John C. Bolte Theatres; Kallet Theatres; Iselin Theatres; Empire Cinema; Upstate Theatres; E. M. Ellis Theatres; Associated Theatres; Brecher Theatres; Ventor & Wieland Theatres; Pearlman & Kaufman Theatres; Community Theatres; Stanley Warner Theatres; Hollywood Amusement; Budco Theatres; Intermountain Theatres; J & F Theatres; Interboro Theatres; Stiefel Theatres; Nevada Theatres; Redstone Theatres; Florida State Theatres; Chakeres Theatres; Prudential N. Y. Theatres; R.K.O. Theatres; Jamestown Amusement; Thornton Theatres; Sylvan Leff Theatres; Acme Theatres; Adelman Theatres; Chertcoff Theatres; Wilson Theatres; Milgrim Theatres; Loew's Theatres; Matson Theatres; Brandt Theatres; New Hyde Park, Inc.; Irving Dollinger; Columbia Amusement; Forman United Theatres; Evergreen Theatres; Nutmeg; Perakos Theatres; Royal Theatres; Slotnick Theatres; Selected Theatres; Skirball Theatres; General Theatres; Broumas Theatres; Armstrong Theatres; Co-operative Theatres of Pittsburgh; Reinhardt Theatres; Y & W Theatres; Bloomer Theatres; Arthur Enterprises; Wehrenberg Theatres; Sero Theatres; Dipson Circuit; Stern Theatres; Neighborhood Theatres; Apollo Theatres; Snider Theatres; Atlantic Theatres; Beacon Theatres; Boyd Theatres; Interstate-Texas; Statewide Theatres; Klein Theatres; W. O. Bearden Theatres; Jefferson Amusements; Cole Theatres; Pitts Theatres; Switow Theatres; Cooper Theatres; Commonwealth Theatres; Monessen Theatres; H. B. Meiselman Theatres; Decar Theatres; Fabian Theatres; Trans-Texas Theatres; Kerasotes Theatres; Tri-States Theatres; Cinema Circuit; Paramount Gulf; General Cinema; Ross Theatres; Ted Mann Theatres; Peasley Theatres; Wilby-Kincey Theatres; Stuart-Everett Theatres; American Theatres; Brewer Theatres; Springer Theatres; Durwood Theatres; Gulf States; Collier-Jackson Theatres; Co-operative of Cleveland; Delta Theatres; Hellman Theatres.

Col. Music Signs Two

NEW YORK—Signing of new individual long-term contracts with Jack Keller and Howard Greenfield was announced by Don Kirshner, president of Columbia Pictures—Screen Gems music division.

LONDON Observations

By Jock MacGregor

LAST MARCH, WHILE SUNNING MYSELF ON THE MAR DEL PLATA BEACH during the Argentine Film Festival, I noted James Mason furtively carrying a copy of Jack D. Hunter's "The Blue Max." I queried whether he would be in the proposed 20th-Fox production. He was evasive, had not made up his mind. Last week, I flew to Ireland, and there he was, wearing the iron gray uniform of a Prussian army officer in this best selling story of the German flying aces of World War I. He had made up his mind.

Elmo Williams, 20th-Fox's European production executive, has been re-staging the Battle of the Somme with the aid of the Irish Army, a specially built squadron of period aircraft, and several tons of explosives, and had invited the Irish Prime Minister, Sean Lemass, to see shooting on this, the most expensive film ever to be made in the Republic.

Before a lunch with the stars and technicians on Stage 'A', Elmo screened a specially edited assembly of the battle and aerial scenes so far shot in Cinema Scope. Reminding me of the best in "Wings" and "All quiet on the Western Front," they should cut into a most impressive epic and answered the much asked question— why a French battle should be filmed in Ireland? Not only is the terrain right, but nowhere else can so vast an area of wasteland be found within a few miles of a first class studio, and a city with a standing army and ample labor to augment a production unit on such a major construction job as preparing a battlefield. Furthermore, the sky is free of jet aircraft and vapor trails, to say nothing of smog, and on the ground, I might without being too uncharitable add that the mud is often ready-made.

With a cast headed by George Peppard, Ursula Andress, Jeremy Kemp, and Karl Michael Vogler, in addition to Mason, Christian Ferry producing, and John Guillermin directing, one unit is working on location, and the other is at Ardmore Studios. Elmo is well satisfied with the facilities, working conditions, and cooperation. In turn, I could add that the Irish are delighted with Elmo. They are very impressed with his planning control, and the fact that he really knows what he wants.

AFTER MIXED TIMES, IT IS GOOD TO SEE ARDMORE STUDIOS FLOURISHING. Regretfully, there are still some who think they must be "madly Oirish" and on their first viewing are openly amazed that they are so comprehensive, well laid out, and capable of handling anything from a tv commercial to such a multi-million dollar color production as "The Blue Max," and are not just a set of barns. Such big pictures as "Shake Hands With The Devil," "Term of Trial," and "Of Human Bondage" were made there. Now new management has taken over, with Wilfrid Eades directing operations, and the Martin Ritt Paramount release, "The Spy Who Came in From The Cold," has been shot there. With two good size stages and one smaller, and full services, the most ambitious British (or "Eady Plan," as some American producers will say to the disgust and annoyance of film men here) picture can be made there and still qualify for British quota. A great attraction is that locations for almost any situation can be found within an hour's drive. Technicians and artists really enjoy working in Ireland.

RANK'S FORCEFUL CHAIRMAN JOHN DAVIS HAS, I SUSPECT, BECOME RE-signed to being unable to please everyone. He even seems to anticipate a dig rather than a compliment. Again he invited trade paper editors to his lunch to launch the Rank annual report for financial editors with the understanding that we kept trade questions to our subsequent conference. With a record profit of $14,025,200, questioning was favorable and mainly concerned with Rank Xerox and hotel developments at home and abroad. Indeed, there was only one movie question, and JD revealed that admissions had been maintained, which he considered under the circumstances was going forward, and that the closure of theatres program was virtually completed.

The niggling came from certain tradepapermen who were critical of Rank production policy, felt too much emphasis was being placed on big international co-productions, that more pictures should be made at Pinewood, and that greater encouragement should be given to new talent. This was ironic. Only recently, JD was being criticised because Pinewood pictures were keeping those of independent producers off Rank theatre screens, and he has advanced to the National Film Finance Corporation $1,400,000 to help finance independent pictures jointly. Some people just can't win! He had, in fact, reiterated his policy in the report: "To produce films only that, in our belief combine the creative talents and casting needed to produce an entertainment film at a cost related to the market which is available to British producers."

On the exhibition front, he reported that a new theatre was being built in London's St. Martin's Lane, that the industry as a whole had not done as well as they had, and that their overseas theatres, particularly in Canada, were up. He revealed concern at the difficulty of communicating with discriminating patronage and added that thought, study, and research were being given to it. He reaffirmed his belief that most picture goers prefer wholesome entertainment in theatres with the highest comfort. One thing very evident in the report is the enormous personal progress of Graham R. Dawson, director of marketing and comparative newcomer. Not only is he on the main board, but he is now a director of all listed subsidiaries save one.

RANK THEATRE DIVISION'S KENNETH WINCKLES HOSTED A WELCOME PARTY for Victor Nowe manager of Toronto's Carlton Odeon, who was here as a reward for his many publicity contest wins. An alive showman, he dedicates 12 hours a day to his job and does not believe it can be done properly in less. We spent an interesting evening together, and I showed him various London aspects of show business.

Belgians Salute "Shenandoah"

BRUSSELS, BELGIUM—Universal's "Shenandoah" has been unanimously awarded the "Grand Prix" by the Femina Belge du Cinema, this country's leading women's organization.

The selection of "Shenandoah" was made by a jury composed of many of this country's most distinguished women.

British Lion Chairman

LONDON—At the British Lion Films Limited annual meetings, Sir Michael Balcon announced that on his forthcoming retirement, he would be succeeded as chairman by the legal adviser, Lord Goodman of Westminster.

Greatest Breakthrough Since Sound

Hughes Xenon illuminator systems are now in use at Disneyland, Disney Studios, MGM Studios, Universal Studios, Deluxe Labs, Fox National General Theatres

HUGHES XENON

- Gives Brighter Light
- Savings in Operations
- 1500 Hours Tube Life
- Flat Light—Not Hot Spots
- No Cleaning or Maintenance
- Simple and Immediate Starting
- Daylight Light, Rated 5500 Kelvin
- Unsurpassed by Any Other Light Source
- Constant Intensity
- Finger-Tip Control
- Sharper Focus
- No Moving Parts

**Join the switch to
Hughes Xenon
Get all the facts
Phone collect
213—WE 7-2160 today**

**HUGHES ELECTRONICS
5271 W. Jefferson Blvd.
L. A. 16**

ALBANY

"An Evening With The Royal Ballet," distributed by Sigma III of New York, has been booked by the SW Strand, Albany; Proctors in Schenectady; Leff's Community in Saratoga Springs and several others for early October two-day showings. . . . Fabian's Palace has been rented for the night of Nov. 30 by Albany Institute of History and Art's Woman's Council for a presentation of "Carmen" by the National Touring Company of Metropolitan Opera. Proctor's Schenectadry, also a Fabian house, has been hired for concerts by Detroit Symphony Orchestra, Harkness Ballet Company, etc. . . . . The SW Delaware did not admit children during its showing of Landau-Allied Artists' "The Pawnbroker". . . . George Baltasha, Times-Union ad department and former assistant at the Strand, is acting as relief manager at the SW Delaware. . . . Kallet Theatres, headquarters in Oneida, collected $2500 from its 19 situations for the Will Rogers Memorial Hospital, $400 more than last year.

BUFFALO

Exhibitors from all parts of central and western New York were in Buffalo to attend the "La Boheme," seminar. Mike Klien, manager, Buffalo exchange of Warner Bros., opened the conference and introduced Floyd Fitzsimmons, exploitation-publicity representative from Boston. Assisting in the meeting was Ruth Rappaport, Buffalo office manager. Fitzsmmons explained the various angles of the advance promotion campaign and played records setting forth more details of the tub-thumping. Lobby and intermission records also were played, and all the lobby displays were shown. The production will be shown for two-day presentations, matinees and evenings, around the end of October. Hard tickets will be sold in advance. Among theatre managers attending the seminiar were Edward Miller, Center, Buffalo; Joe Garvey, Granada, Buffalo; Francis Anderson, Paramount district manager, Buffalo and Rochester; Dave Levin, Keith's, Syracuse; Bill Laney, Frank Lindcamp, and Dan Fox, all of Jo-Mar Theatres, Rochester; Clair Hollander, Strand, Ithaca; Henry Berinstein, Strand, Ithaca; Joe Harmon, Hayman Theatres, Niagara Falls; Bill Copley, Auburn, Auburn; Mr. Anthony, State, Cortland; Jerry Fowler, Geneva, Geneva; James Macris, Oswego, Oswego; Toby Ross, Fox, Corning; Harry Goldsmith, Palace, Lockport; Dan Jones, Watertown; Lou Hart and Sam Mills, Schine Theatres, Gloversville; Floyd Murphy, Strand, Brockport; Mr. Armbuster, Colonial, Elmira; Bill Sweitzer, Steuben, Hornell; Jerry Spandau, Palace, Hamburg; Ben and Nino Bordonaro, Palace, Olean; John Eberle, Batavia, Batavia; William Tallman, Regent, Dunkirk; Al Gilbert, Wescott, Syracuse; Ralph Edwards, Brandford, Pa., and Larry McAllister, State, Hamilton, N. Y. . . . The new Glen Art, Williamsville, N. Y., opens to the public Oct. 14 with "The Pawnbroker," starring Rod Steiger. The new art theatre, whose architects are Fontanese and Halfpenny, East Aurora, will be operated by Fred Keller, founder and manager of the Circle-Art, Buffalo. Designed from specifications of Keller, the Glen, operated for many years by Menno Dykstra, is nearing completion, with a red, white, and gold decor. The widely-spaced seats total 307. An invitational premiere is planned for Oct. 13. "The Pawnbroker" will open the next evening, both in the Glen-Art and the Circle-Art. . . . Two Buffalo city officials have recommended that city ordinances be suspended in the remodeling of the former Town Casino by the Studio Arena Theatre. Public Works Commissioner Edward D. Baxter and Fire Commissioner Zahm told the Common Council the ordinances in question restrict the number of seats between aisles to 15 and rule out seats in aisles. The theatre's seating plan provides two feet three inches between seats, virtually an aisle in itself, the officials said. The full building is equipped with sprinklers. . . . The Olean, N. Y., Common Council has opened the door to settlement of a five year controversy with the local television cable service contractor. By a 10 to 1 vote, the Council has approved modifications in the proposed 10-year agreement, and established guide lines for granting applications made by two prospective contractors. The only two formal applications have been filed by Allband Cablevision, Inc., newly formed concern linked with the now operating Olean TV Cable Co., and Enchanted Mountains Cable Tele-vue, Inc., which was formed by Olean stockholders. The Council action authorizes Mayor E. R. Husted to excute a contract with either or both applicants upon certification by City Clerk Thomas R. Olson that all conditions have been met. Olean TV Cable Co., which now serves about 4000 subscribers in Olean and Allegany with five channel service, did not file an application. Its present 10-year contract, which expires Dec. 13, has been a center of controversy because of complaints of poor reception and municipal dissatisfaction over the $1000-a-year fee. The new contracts call for payment to the city of Olean of four percent of the annual gross with a minimum of $4000, and a $10,000 escrow deposit to insure performance. In the case of Allband, the Council voted to require evidence that it is the authorized successor to the present contractor, and that Olean Cable TV Co. has gone out of business. Payment of $300 for 1962 through 1964, while the city and Olean TV Cable have been involved in negotiations and litigation, is another condition imposed on Allband.

CHARLOTTE

The motion picture industry was plugged by theatre owners, managers, and regional distributors at Charlotte, N. C.s Festival in the Park. In a lakeside tent were given away popcorn, 20,000 soft drinks, 40,000 wallet-size pictures of motion picture actors and actresses. and 15,000 "Mutiny on the Bounty" colored picture books. In addition, everyone registering at the tent was eligible for a drawing in which 1,000 theatre passes were given away and mailed to the lucky winners. The inside walls of the tent displayed sketches of Academy Award winning stars from 1928 through 1964. Film clips of outstanding current films were shown, with the programs designed to draw a new crowd to the tent every 10 to 15 minutes. Heading the committee in charge of the project was Glenn Grove, Park Terrace; Walter Thomas, MGM; Eddie Marks, Wilby-Kincey Theatres; Robert Shrader, Visuline; and others. WOMPI members assisted in keeping the program going. . . .W. G. Enloe, Raleigh, N. C., district manager, North Carolina Theatres, has been appointed a member of the Raleigh Redevelopment Commission.

CHICAGO

Broderick Crawford, movie-television actor, has a suit filed against him in the U.S. Federal District Court here for the return of $25,000 alleged to have been given to him by a suburban woman early this year. The complaint charges that the money was given Crawford when he was here seeking funds to produce a movie based on the life of Jack Dempsey. The suit charges that Crawford has been advised of the facts, but refuses to return the money. The woman has since been adjudged mentally incompetent, with the First National Bank acting as conservator of her estate. . . . Zenith Corporation is giving an entire room of solid oak paneling from an Italian castle to be used in a library to be built in an addition to the Henrotin hospital here. . . . Eddie Bracken, actor, and William Pappas brought a million dollar suit in the Circuit Court, Chicago against Astroguide Corporation. The complaint charges that the company violated an agreement for it to produce exclusively for them a miniature portable transmitter-receiver. They charged that the company made and distributeu their invention to other companies. The suit further charges that the complainants asked the corporation to stop making the product and to give them an accounting of profits, but the company refused. . . . Stanley Kramer's "Ship of Fools" opens at the United Artists Sept. 29. . . . Playboy theatre began a month-long French Film Festival. Highlight of the showings will be the first Chicago run of the prize-winning movie, "The Umbrellas of Cherbourg." This film, winner of the 1964 Cannes Film Festival, will be shown here first in two separate three-day engagements, beginning Oct. 1 and 15. Next it will recommence on an interrupted basis on Oct. 29. The unusual booking arrangement is said to have been made to boost the festival. The opening film for the festival is "Beauty and the Beast," to be followed by "Beauties of the Night" and "Under the Roofs of Paris."

COLUMBUS, O.

Loew's Ohio held the Beatles' film, "Help!" for a second week after a big initial week. Ohio manager Sam Shubouf presented The Fugitives, Columbus rock and roll combo, on Saturday and Sunday of opening week of "Help!" . . . Bob Hope told visiting Ohio Gov. James A. Rhodes at the Kentucky State Fair at Louisville that he hopes to accept the governor's invitation to appear at the 1966 Ohio State Fair in Columbus. Hope said he will come unless picture and television contracts prevent. Hope spent his boyhood in Cleveland. . . . Ken Prickett announced that the newest member of the Independent Theatre Owners of Ohio is Mrs. Max Milbauer, operator, Belmont Drive-In, Dayton. . . . "My Fair Lady," which starts its 41st week Oct. 1 at Hunt's Cinestage, becomes the new long-run champion at the theatre operated by Mrs. Pearl Hunt. Previous record holder was "Ben-Hur," with a 40-week run. . . . Loew's home office executives joined division manager Herbert Brown and manager Sam Shubouf, Loew's Ohio, in a meeting with Mayor M. E. Sensenbrenner and members of City Council to discuss plans for the new Loew's surburban theatre, to be built on Morse road. Arthur M. Tolchin, Bernard Myerson, and Don Baker were in the visitors' group. Manager Shubouf is slated to become city manager when the new Loew's house opens, probably in the fall of 1966.

DALLAS

Cynthia Hull and Bill Thurman, who appear in the locally made 'High Yellow," a film made by Larry Buchanan, made personal appearances in conjunction with the multiple opening of the film at 11 area and local d-i's. The two stars only oppeared at the Denton Road, Big D, 183, County Squire and Garland Road D-I's. . . . Marty Young, Dallas, free lance motion picture writer, producer, and director, has been hired on a contract basis to work on special projects for the radio and television commission of the Southern Baptist Convention, which has headquarters in Fort Worth, Tex. . . . Paramount's "The Sons of Katie Elder" grossed $85,000 at the end of the first week of a multiple 18 theatre showing for the studio's biggest multiple gross in Dallas. Eight of the original 18 theatres are holding the film over for a second week. It is expected that the film will surpass the previous record holder, "The Carpetbaggers," with a total gross in Dallas of near $175,000. The film originally was shown for five weeks at the downtown Majestic. . . . Dallas members of the Women of the Motion Picture Industry attending the 12th annual convention of WOMPI International in New York included delegates Mrs. Forest White and Miss Elsie Parish. Alternates are Mrs. Emil Lorenz and Miss Rosa Browning. Till We Meet Again Brunch was hosted by the Dallas club. . . . Bud Edele, vice-president and general manager of Embassy Pictures, is scheduled to visit the city to participate in the scheduled opening of the new Festival, which will open with "Darling" as its first attraction. It was said that there was a possibility that Joe Levine, president of Embassy, might also be a visitor. . . . Yvette Mimieux, one of the stars of "The Reward," is to visit Dallas on a promotional tour in behalf of the film, which will open at the Esquire. . . . A two day, four performance engagement of "An Evening with the Royal Ballet" will be shown at the Palace on Oct. 6 and 7. . . . The Majestic has booked a two day four performance showing of "La Boheme" on Oct. 20 and 21. . . Andrew and Virginia Stone, husband and wife film producing and directing team, are expected to visit the city on behlaf of their new film, "The Secret of My Success," which is to open at the Village on Sept. 29. . . . Honor guest at the Sept. 22 opening of Cinema I Cinema II in North Park was Francis X. Bushman. Bushman was presented a gold medal commemorating the 50th anniversary of his citation as "The Greatest Movie Star of All Time." The presentation was made jointly by Richard A. Smith of Boston, president of General Cinema Corp., and Erik Jonsson, mayor of Dallas. The modern theatres will be decorated to simulate a theatre of the 1930's. Prior to the opening, a reception was held at the Sheraton-Dallas where a complete old time movie set was recreated in the Grand Ballroom. The guests were carried to the premiere in vehicles of the Dallas Antique Auto Club. At the opening, the hands of Bushman and other guests were imprinted in concrete, an art show was held in the lobby, and a fountain dedicated. In addition to Smith, other General Cinema officials present were Sam Seletsky, executive vice-president; Melvin Whitman, vice-president and general manager; Herb Herwitz and Howard Spiess, assistant general managers; Larry Lapidus, head booker; Cy Evans, advertising manager; Stanley Worthman, concession manager; and Billy Wilson, General Cinema district manager from Houston. Also here were Frank Robinson, coordinator of architecture, and Tony Manzella, construction coordinator. Harry Perse, Capitol Motion Picture Supply, was in as were most of the General Cinema board of directors, according to Bernie Palmer, district manager in Dallas for the circuit. Cinema I has a seating capacity of 1,200 and opened with "The Sandpiper," while Cinema II has a seating capacity of 650 and opened with "The Greatest Story Ever Told."

DENVER

Frank Monaco, Kansas City branch manager of Buena Vista, a former Denverite, was in to attend his father's funeral. . . . Fire in an electric motor in the Harney, Custer, S. D., caused Robert M. Johnson to evacuate the house. The crowd filed out, waited on the sidewalk until the blaze was extinguished, and returned to see the remainder of the program. . . . The Aggies Theatre, Ft. Collins, Colo., has been sold by Frank Aydelotte to Carlin Smith. . . . New Super Core-Lite lamphouses have been installed in the Mesa Drive-In, Pueblo, Colo., Dick Lutz, National Theatre Supply, reports. They have also layed new Alexander Smith carpeting at the Belle, Belle Fourche, S. D., and Simplex silicon rectifiers at the Varsity, Lincoln, Nebr. . . . Visitors to Film Row included Vern Peterson, who recently purchased the Rialto, Loveland, Colo., and Bill Hastings, who for many years managed the RKO Orpheum here, but resigned to enter another field of endeavor last spring.

HOUSTON

Senator George Murphy is scheduled to arrive in Houston at the Hotel America on Sept. 29 for the Republican of Texas dinner. . . . Ginny Pace, seen daily at noon on her own television show, "Midday with Ginny," on KPRC-TV, is scheduled to fly to Egypt on Oct. 7 to see the filming of "Khartoum," which stars Charleton Heston and Lawrence Olivier. Miss Pace will also appear as an extra in the film. She was given the role for her handling of an interview with Robert Mitchum, here for the world premiere of "Mister Moses" at the opening of the three twin Cinema I and Cinema II's at the local shopping centers. . . . It was a baby born at Hermann Hospital to George Christian and his wife Mary. Devin Alan Christion weighed in at six pounds eight ounces. Father is amusement writer for the Houston Post. . . . As a result of the promoters of the Houston Astrodome concert for the King Family appearance "not meeting their contractual obligations on the date required," the Ashley-Famous Agency, representative of the 37 members of the King Family, cancelled the booking. Carter Films, Inc., were the Houston concert promoters. . . . Bob Bixler, publicist from Dallas, was in making final arrange-

PROGRESSIVE ELECTRIC
CONSTRUCTION CO. INC.
240 N. 13th ST. • PHILADELPHIA 7, PA.
35 Years of Theatre Construction
and Maintenance

CLARK TRANSFER, INC.

Terminals:

- **BOSTON, MASS**
  818 Albany Street, Roxbury 617-268-4682
- **NEW YORK, N. Y.**
  603 W. 46th Street . 212-246-0815
- **NORFOLK, VA.**
  316 South Main Street 703-545-3832
- **PHILADELPHIA, PA. (Executive Offices)**
  829 North 29th Street 215-232-3100
- **RICHMOND, VA.**
  312 South 17th Street 703-648-6083
- **TAMAQUA (HOMETOWN), PA.** 717-668-1727
  RD # 2
- **WASHINGTON, D. C.** 202-526-4800
  3194 Bladensburg Road, N. E.

FOR YOUR OWN SAKE . . .

SUPPORT

WILL RODGERS HOSPITAL

AND

**O'DONNELL MEMORIAL
RESEARCH LABORATORIES**

★

MEYER ADLEMAN, Pres.

NEW JERSEY MESSENGER SERVICE

WAlnut 5-3944 PHILADELPHIA WOodlawn 4-7380

ments for an appearance for Bob Hope in January for a national telecast for the "Cancer Fund." . . . Al Lever, city manager of Interstate Theatres has announced the inauguration of the new policy of mature entertainment at the Village. . . . The Alray and Art Cinema are now together to bring to the discriminating movie audience of Houston the best in foreign and classic films. The small, unique, comfortable theatres designed for adults are operated by Bill Moody, the Art Cinema, and Ray Boriski, the Alray.

JACKSONVILLE

John Tomlinson, owner of the Tomlinson Co., an independent film booking agency in the local Florida Theatre Bldg., is the current president of the Motion Picture Charity Club of Florida. Tom Sawyer, Florida State Theatres home office executive, was MPCC president in 1964 and is now president of the Blind Children's Foundation, a MPCC subsidiary. . . . William Klovekorn (Mr. Kay), day doorman at the downtown Imperial for the past 10 years, tendered his resignation after being absent from work several weeks because of a heart ailment. He is the father-in-law of Al Hildreth, manager, downtown Empress. The new day doorman at the Imperial is Frank Ross, who formerly worked as a doorman for Art Castner, manager, local Edgewood, in an upstate New York theatre. . . . Al Rook, southeastern salesman for U. S. Films, returned to his local home after spending several weeks in the Atlanta area where he secured saturation booking dates for "Devil Doll."

MIAMI, FLA.

A committee was created by the Coral Gables Commission to study ways the city can handle the "off-color movies and pornographic literature" that caused them to become alarmed last July before members went on vacation. The new advisory group will have representation from all walks of life, including church, education, youth, and parent groups. City Attorney Ted Semple advised the commission to choose representatives with a broad mind so that their judgment that "this is obscene, this is lewd, this is prurient," will stick. . . . The hurricane-damaged Mayfair Art was scheduled to reopen with the showing of "Bambole." The theatre was closed for about two weeks in order to effect necessary refurbishing and repairs. . . . Tickets were going fast in advance sales for the showing of "An Evening With The Royal Ballet" at the Carib, Miracle, 163rd St., Mayfair theatres locally, as well as at the Gateway, Ft. Lauderdale; Boca Raton, Boca Raton; and the Park West, Winter Park. John Reed, Normandie, secured window displays in both Richards and Jordan-Marsh on the ballet theme. Jack Mitchell was able to get into both public and parochial high schools in the greater Miami area with a 5 p.m. matinee student discount coupon. . . . In connection with the showing of "Marriage on the Rocks," October program at the Carib, Miami, Miracle, 163rd St., and Palm Springs, Jack Mitchell, Wometco publicist, promoted a contest through Miami News amusement editor Herb Kelly, whereby a city of Miami policeman and his bride-to-be were selected from hordes of entrants to be the participants in a "marriage on the rocks." The wedding was to be an elaborate ceremony in the open air, on the jetties at Government Cut, Miami Beach. The U. S. Corps of Engineers gave its permission for the event to be held there. Mitchell promoted the wedding reception, as well as a week's stay, including meals, at a resort hotel in Jamaica. . . . Herb Kelly, Miami News amusement page editor, reported that local theatres showing "Shenandoah" are bringing the lights up following the tear-luring ending, just enough so that the weeping female patrons can make a dash to the powder room to repair the damage the tears did to their makeup. . . . The Sheridan, Miami Beach, will open an exclusive run of "The Spy Who Came In from the Cold" in mid-December. . . . Paul Haggerty, Boca Raton, ran a contest for Boca Raton's largest family to see "Shenandoah," plugging the film on his marquee, "A Fighting Family Challenged Two Mighty Armies."

NEW HAVEN-HARTFORD

A Jan. 1 opening is anticipated for Cinema East, 1.000-seat theatre being built by the United Artists Theatres-Bernie Menshell interests in the Green Manor Shopping Parkade, Manchester, 10 miles to the east of Hartford. The new project will be second hard-top in Manchester; Stanley Warner owns the State. The gains far outweighed the losses in Connecticut's industrial picture during the five-year period ending last December, according to the State Development Commission. The commission's annual report noted that 905 new manufacturing firms hired upwards of 12,000 employes. . . . Use of the nearby Talcott Junior High School parking area by Perakos Elm Theatre patrons has been questioned by the West Hartford Taxpayers Association. School officials are looking into the situation. . . . Peter Carr has resigned as assistant manager, SW Strand, Hartford; replacement will be announced shortly by Robert Carney, SW Hartford resident manager. . . . Albert M. Pickus, ex-chairman of the TOA executive committee, and owner of the Stratford, Stratford, has completed construction of a shopping center in that Bridgeport suburb. . . . Leonard Sampson and Robert Spodick, Nutmeg Theatre Circuit, are hopeful of making their Lincoln Theatre, New Haven, part of the city's multi-million dollar Audubon st. cultural center. The art theatre building fronts on Lincoln st., but has frontage, in the form of a driveway, in the Audubon st. block being acquired for the center. Sampson and Spodick plan to completely remodel the theatre or construct an entirely new building; final action is stymied by uncertainties involving the cultural center. . . . Joint advertising for the Sampson-Spodick County Cinema, Fairfield, and the Pickus Stratford, Stratford, for Universal's "Shenandoah" stressed the words, "Fine Family Entertainment." Both company sources reported the James Stewart film played to more family trade than most major attractions in recent months. . . . The E. L. Realty Corporation, Norwich, Conn., has announced plans for construction of a drive-in theatre in Danielson, Conn., first outdoor facility in the city. Capacity is not determined. Interstate Theatres of New England operates the Orpheum in this eastern Connecticut community. . . .Brooks LeWitt, manager, suburban Berlin Drive-In, has entered an innocent plea in Connecticut Circuit Court to a charge of indecent or immoral exhibitions, and elected to trial by court Sept. 30. A second count of injury or risk of injury to children was nolled. The case of Howard E. Williams, theatre projectionist facing similar counts, was also continued until Sept. 30. He was not put to plea.

PHILADELPHIA

Bennett Goldstein, 20th Century-Fox branch manager, resigned to go to Cincinnati, Ohio, to go into the booking and buying branch of the business. He is succeeded by Martin Grasgreen, formerly 20th-Fox branch manager in Cleveland, Ohio. . . . Richard Sears, grand-nephew of Frank Buhler, who has been with the company almost two years, has been placed in charge of buying and booking of Boyd Enterprises. . . . Edward Emanuel returned home from the Hahnemann Hospital after a check-up.

ST. LOUIS

Arthur Enterprises opened the 270 Drive-In. The 30-acre entertainment area has space for 1400 cars, a screen 60 x 140 feet, the largest in the area; 70/33mm. proection equipment, two playgrounds, and a large four-lane concession center. Marvin Stiver is the manager. . . . Chuck Enstall, manager, Thunderbird Drive-In, and his wife had their second child, a girl, born Sept. 15. . . . The premiere showing of Warners' "The Great Race" at the Esquire on Oct. 13 will be a benefit for the St. Louis Chapter of Brandeis University.

SALT LAKE CITY

The Montynes, acrobatic and balancing act consisting of Utah's own Monty Montyne (Sudbury) and his wife and six year old son, have returned to Portland, Oregon, from a tour of the northern section of the Intermountain territory where they appeared in rodeos and carnivals, so that the youngster may enter school. They are booked for State of Washington spots during September. . . . The Ice Capades appeared at the Utah State Fair. . . . A fire in a cafe adjoining the local Uptown caused the orderly evacuation of the theatre due to smoke. . . . The Lyric held a pre-school showing of Walt Disney's "The Monkey's Uncle."

SAN ANTONIO

Alvin Kruger, manager, Laurel, posted the closing notice for the long running "In Harm's Way," which was in its 10th week. . . . A multiple opening has been given Paramount's "The Sons of Katie Elder" currently being shown in its first suburban showing at one indoor and eight outdoor theatres. Except at the North Star Cinema I, the film is being shown at the d-i's with a companion feature. The film is being shown at the Almo, San Pedro, Frederisckburg Road, Bandera, Lackland, Trail, Mission (north), and Towne Twin (south). The film has proven to be one of the most popular western dramas this year in its showings all over the state. . . . Ignacio Torres has booked another stage show at the Alameda for four days, opening Sept. 30. The show will feature Lola Beltran, Mexico's greatest folkloric vocalist with her colorful musical, La Feria De La Cancian. In the troupe will be Mexico film star and singer Alvaro Zermeno. . . . Local singer and Mexican motion picture actor Perry Salinas rushed back form Mexico for his wife's latest child, a daughter. It was the couple's fifth girl. . . . A new contest is being offered local movie fans with a $100 cash top prize. A story in 50 words or less must be based on three scenes from the film "Once A Thief" currently at the Aztec, and the three pictures which will be published for three days in the San Antonio Express. All stories must start with the words, "Once A Thief." Entries will be judged on creative originality. The four next entries will receive passes to the Aztec. . . . A tribute appeared in the Texas City Daily Sun on Charlie Payne and his wife, Wilma, managers, Showboat, Texas City, Tex., on the occasion of their first anniversary in that capacity. The Paynes are veterans in show business, starting in 1932.

Exports Hit In U.S.

The Best *from* GREAT BRITAIN

By JOCK MacGREGOR

British pictures have further increased their hold on the home boxoffice and their standing abroad. Several have successfully combined commercial requirements with artistic integrity and gained accolades at international film festivals—for what they are worth.

What has given the greatest satisfaction to British film men, however, is the very real progress that has been made in America—the last and hardest market to be conquered.

Their acceptance is emphasised in the number which figure in the current Laurel Award voting—"Goldfinger," "Becket," "From Russia With Love," "A Shot in the Dark," and "A Hard Day's Night"—and in the recognition of the artists who have been honored for their work in British studios—The Beatles, Daniela Bianchi, Honor Blackman, Richard Burton, Sean Connery, Samantha Eggar, Gert Frobe, Lotte Lenya, Sarah Miles, Peter O'Toole, Kim Stanley, and Peter Sellers.

I have not included those British artists who have been named for other pictures—Julie Andrews, Alan Bates, Cary Grant, Rex Harrison, Audrey Hepburn, Stanley Holloway, Glynis Johns, Deborah Kerr, and Peter Ustinov.

While releases in the two markets do not necessarily fall into the same year for this survey—"How to Murder Your Wife" is a September release here though "Carry On Cleo" went out last January—the majority of pictures concerned have played both. The difference in audience acceptance, however, can be vast. Topliners in one country can be supports in the other.

However, there is absolutely no question as to the universal hit of the Harry Saltzman—Cubby Broccoli third adventure with James Bond, "Goldfinger." This has exceeded a fabulous $3,000,000 distributors gross first time round here alone, and additionally takes a record 40 per cent plus bonus from the Eady Levy.

This is an incredible series. It has really caught the imagination internationally, and its success just snowballs. When in doubt about new releases, circuit and independent bookers have re-run one or the other time and again and always taken remarkably consistent money. Both have now been withdrawn pending their pairing in the American manner as a unit program on the Rank circuit in the winter.

There was absolutely no doubt about the success of The Beatles' "A Hard Day's Night." It was the biggest musical hit here, but it was chased all along the way by Cliff Richards' "Wonderful Life," released in America by AIP as "Swingers' Paradise." Ironically, in the U. K., "The Unsinkable Molly Brown" was one of the great disappointments, and in some theatres even played as support.

An enormous demand for good British service subjects continues. Having been the best British road show for two con-

(Continued on page 18)

Fifteen British Top Liners For 1965

BECKET
A Hal Wallis Production

CARRY ON CLEO
A Peter Rogers Production

GOLDFINGER
A Saltzman-Broccoli Production

A HARD DAY'S NIGHT
A Walter Shenson Production

THE HILL
A Kenneth Hyman-Seven Arts-MGM Production

THE INTELLIGENCE MEN
A Hugh Stewart Rank Production

THE IPCRESS FILE
A Harry Saltzman-Rank-UI Production

JOEY BOY
A Launder-Gilliat-British Lion Production

LAWRENCE OF ARABIA
(Regular release)
A Sam Spiegel-David Lean Production

THE RATTLE OF A SIMPLE MAN
A Sydney Box-Associated British Production

SHE
A Hammer Film-Seven Arts-MGM Production

A SHOT IN THE DARK
A Mirisch-Blake Edwards Production

633 SQUADRON
A Mirisch Production

WONDERFUL LIFE
An Associated British Production

THE YELLOW ROLLS ROYCE
An Anatole de Grunwald-MGM Production

THE BEST FROM GREAT BRITAIN

(Continued)

secutive years, Sam Spiegel's "Lawrence of Arabia" on regular release proved it had in no way been overplayed, and was right up with the leaders.

"633 Squadron" provided UA with one of its biggest hits. Though "The Hill" only scraped into the last week of the period under survey, its initial pattern of success is such that exhibitors include it among the topliners. Here is another picture which, when first seen privately, had many fearful of its acceptance except as an art offering. However, the combination of Sean Connery establishing himself at the forefront of a serious screen actors and the smell of service sweat proved irresistible.

British comedy again scored heavily. Peter Sellers can do no wrong when in a lighthearted vein and bulldozed "A Shot in the Dark" into the big money. Peter Rogers' spoof on that lady of the Nile, "Carry on Cleo," showed that the demand is still growing. In color, it is the most successful in the series yet. Rank's Fred Thomas had the right hunch when he signed Morecambe and Wise from music hall and tv to debut in "The Intelligence Men." In the London area, it got by with little above average business but built steadily as it reached the less sophisticated areas where its brash humor is far more acceptable than the arty, clever-clever stuff being inflicted by some new directors.

There were solid followings for Hammer's most ambitious offering yet, "She," with the exotic Ursula Andress; Hal Wallis' star-studded "Becket," which played both road and regular run during the period; and Anatole de Grunwald's "The Yellow Rolls Royce."

Once again, the topliners in Britain have been listed alphabetically. While there were no questions about the leaders, circuit and independent bookers were far from unanimous or particularly dogmatic about those which filled the last few places in the survey.

One of the more remarkable facts to come to light is that while theatres have closed and admission prices have increased overall, major and independent circuits have found that top pictures are grossing about double what they were a few years ago. Conversely, at the other end, the misses have only dropped from the 70-90 thousand pound bracket to the 60-80 thousand. The average picture, however, has pretty well vanished.

Even had this survey included imported products, few Hollywood pictures would show among the Topliners—and that includes the general runs of earlier road shows. Indeed, the most successful was the revival of the 25 year old "Snow White and the 7 Dwarfs." Hitchcock's "Marnie" had a big following, and "How The West Was Won," "The Carpetbaggers," "Mad World," "Robin And The 7 Hoods" made exhibitors very contented.

The most successful continental efforts were "The Train," which gave UA a further claim to the title of "Most Successful Distributor of the Year," and Paramount's "Marriage Italian Style" and "Yesterday, Today and Tomorrow."

Whereas a year ago there was too much product for two circuit releases weekly and not enough for three, the situation has deteriorated so that even with some 50 British first features and a number of international pictures having waited more than a year and still to be seen, several very shaky programs have had to be put out. Even then, several have failed and had their playing time cut to a minimum.

Nevertheless, people exist who want to see a third circuit created—forcibly if necessary—and their motives must be

(Continued on page 20)

Luciana Paluzzi gets drop on Sean Connery in the fourth Cubby Broccoli-Harry Saltzman James Bond thriller, "Thunderball."

Kirk Douglas, Ulla Jacobsson, Michael Redgrave and Richard Harris star in Anthony Mann's dramatic adventure "The Heroes of Telemark."

Hayley Mills confides in co-star Ian McShane in scene still from forthcoming love story for Rank titled "All Sky West And Crooked."

THE MARK OF SUCCESS

KIRK DOUGLAS · RICHARD HARRIS
in ANTHONY MANN'S

THE HEROES OF TELEMARK

TECHNICOLOR® PANAVISION®
ULLA JACOBSSON · MICHAEL REDGRAVE
creenplay by Ivan Moffat and Ben Barzman
Produced by S. Benjamin Fisz
Directed by Anthony Mann
In Association with Columbia Pictures
World Premiere November

HAYLEY MILLS in

ALL SKY WEST AND CROOKED

in colour
IAN McSHANE LAURENCE NAISMITH
Based on the story
by Mary Hayley Bell
Produced by Jack Hanbury
Directed by John Mills
Now in Production

NORMAN WISDOM
in

THE EARLY BIRD

in colour
EDWARD CHAPMAN JERRY DESMONDE
Produced by Hugh Stewart
Directed by Robert Asher
Now in Production

THE OPIUM PRINCESS

in colour
From a novel by Gerald Sparrow
Produced by William McQuitty
Production starts Autumn 1965

DOCTOR IN CLOVER

in colour
The sixth of the highly successful
Doctor series based on
Richard Gordon's novels
LESLIE PHILLIPS
JAMES ROBERTSON JUSTICE
A Betty E. Box/Ralph Thomas
Production
Production starts Autumn 1965

THE BERLIN MEMORANDUM

A brilliant espionage thriller
from the best-selling novel
by Adam Hall
Produced by Ivan Foxwell
Production starts January/February 196

MICHAEL BENTINE as

HE SANDWICH MAN

in colour
with an outstanding comedy cast including
Y-THOMAS · STANLEY HOLLOWAY · IAN HENDRY
NALD WOLFIT · DORA BRYAN · HARRY H. CORBETT
BERNARD CRIBBENS · TRACEY CRISP
Produced by Peter Newbrook
Directed by Robert Hartford-Davis
A Titian International Picture
Now in Production

A New

ERIC ERNIE MORECAMBE & WISE FILM

in colour
Produced by Hugh Stewart
Directed by Cliff Owen
Production starts October 1965

FEMALE OF THE SPECIES

in colour
Based on
the famous Sapper thriller novel
Produced by Sidney Box
Production starts Autumn 1965

RED HOT FERRARI

in colour
A Betty E. Box/Ralph Thomas
Production
Production in 1966

DEEP IS THE FOREST

(WORKING TITLE)
in colour
RITA TUSHINGHAM
OLIVER REED
Produced by George Brown
Directed by Sidney Hayers
Production starts October 1965

A Sidney Box Production

THE LONG DUEL

Produced by Vivien Cox
and Ranvier Singh
Directed by Jack Cardiff
In Preparation

THE RANK ORGANISATION

THE BEST FROM GREAT BRITAIN

(Continued)

queried. This can only be achieved by lessening the potential of ABC and Rank for the successful picture or by building, which with present costs is unlikely save on a limited scale. Such a move would not make financing product more attractive.

There are also suggestions of what amounts virtually to an art house circuit for off-beat movies and tryouts to be run by local authorities, possibly in town halls and the like. Again, financing pictures for such an outlet must be tricky.

Some even hope the findings of the Monopolies Commission currently sitting will recommend divorcement or some form of breaking up the circuits.

Supporters of such schemes should have had sufficient evidence during the year to realise that it is one thing to get a booking and another to get an audience.

A lot of rot continues to be recorded about the alleged plight of independent producers. No worthwhile picture has been denied a full circuit release. Rank and ABC are owned by public companies, and the directors owe it to their shareholders to book what the public will pay to see. Heavens above, they have had their share of box office flops.

The big question is the definition of "independent"—a most mis-used description here. Many producers who successfully distribute through the British groups or American majors have as much right to it as those who hide behind it, seemingly to create an alibi, having difficulty in promoting a subject.

It can be assumed that with few exceptions, because of loyalties or personal reasons, producers first take their projects to the major companies offering the best financing, release, and potential.

It is therefore logical to imagine that financiers are alive to this, and realising that a subject has not been accepted by such, experts are cagey about backing it.

This surely must cause far more misgivings among backers than the very unrealistic fear of a worthwhile picture not being booked by a circuit. Perhaps the most ironic feature is that British Lion, which has been so much the protagonist of the independent tag and the centre of controversy, should find its own directors making a monkey of the descriptive. Only Frank Launder and Sidney Gilliat and The Boultings have produced for the company. Joseph Janni made the successful "Darling . . ." for Associated British's partly owned Anglo Amalgamated and release through Warner Pathe, and is now making "Modesty Blaise" for 20th-Fox. Oscar Lewenstein has been working on United Artists releases, while his alternate, Tony Richardson, has directed Metro's "The Loved Ones." British Lion and its associate, Regal International, provided five circuit programs during the period.

While it is still difficult to finance pictures—particularly big budget ones—without stars, their value is very much questioned. Few rise above their films. One appearing to do so is Sean Connery. Once feared to be only 007 after a shaky start with "Woman of Straw," he certainly helped the magic name of Hitchcock boost "Marnie" into one of the outstanding imports, and his presence in "The Hill," an off beat subject if there were one, has paid dividends all round.

Tom Adams appears as Charles Vine in a James Ward adventure thriller to be released in the UK by Golden Era Films, Ltd.

Tony Randall, Anita Ekberg and Robert Morley head a cast for a new comedy-thriller, "The Alphabet Murders," based on an Agatha Christie novel.

Peter Sellers as a comedian is an undisputed leader who can do no wrong, but British picturegoers are not enthusiastic about his more serious offerings. They felt let down by his brief but top-billed appearance in "Henry Orient."

Save in American where his pictures have hardly been seen, Norman Wisdom has become a big international star—even in Russia he is mobbed. He has had no new releases during the year. Several of his old pictures have been linked as double feature programs and have shown that there is a very big audience awaiting his next, "The Early Bird."

Consistency From Bogarde

Unquestionably, the most consistent of British box office actors is Dirk Bogarde. While he has carried off-beat pictures, the classy but grim "King and Country" provided too little else to attract general audiences. It was strong meat, but

Honor Blackman as an intriguing baroness aids James Booth's quest for fame and fortune in a bizarre color entry, "The Secret Of My Success," from an original Andrew Stone screenplay.

Terry-Thomas on Purchase Street location, London, during filming of "The Sandwich Man," produced for Rank under the NFFC/Rank distrbution pact.

Rod Taylor, as hatchet man for British Intelligence, stars in "The Liquidator," a fast moving espionage entry that tours the continent.

world-wide it will nevertheless show a profit on investment. Again, the theme of "Hot Bright Sun" was not to all British tastes, but Bogarde's presence gave it an undoubted fillip.

On the musical front, Cliff Richards retains a solid following, and Freddie and The Dreamers proved with "Everday's a Holiday" that they are screen material. On the other hand, Gerry and the Pacemakers in "Ferry 'Cross the Mersey" revealed that The Beatles have no immediate worries.

And diverging, here is a message for Elvis Presley and the Colonel. While a disc recently topped the hit parade for the first time in a long while, his pictures have been consistent rather than big and have not equalled the better British musicals. It would not harm him to visit this country. Maybe his current British leading lady, Suzanne Leigh, will persuade him.

Michael Caine has consolidated his standing with "Ipcress File." Unlike some of the new actors, he is fully professional and appreciates the value of good advice and publicity. Some newcomers seem to think they know everything better than the experts.

Harry E. Corbett has shown that his television followers are prepared to leave home to see him. His "Rattle of a Simple Man" and "Joey Boy" were solid money spinners. Oliver Reed has still to get the roles which his following, particularly among teenagers, merits.

By one of those quirks of the industry, Stanley Baker has had no follow-up to the exceptionally successful "Zulu." His latest, "Sands of Kalahari," with Stuart Whitman, will not be ready for some weeks yet.

Nothing For The Ladies

No annual survey would be complete without record of Richard Attenborough's three brilliant and contrasting characterizations in "Seance on a Wet Afternoon," "Guns at Batasi," and "Third Secret," or Ian Hendry's remarkable performances in "The Hill" and "Beauty Jungle." Here are two exceptional actors.

British actresses ironically have little chance to shine. There is hardly a worthwhile feminine role in the top line

(Continued on page 24)

Gratefully,

STANLEY DONEN

PETER SELLERS

THE BEST FROM GREAT BRITAIN

(Continued)

pictures. The one to make a big impression was Pussy Galore herself, or to be more precise, Honor Blackman, who after many colorless parts before scoring in "The Avengers" tv series, could be forgiven if she had thought that she would never do anything on the big screen. Her acceptance worldwide proves that the public has not gone merely to see more of the kinky leather clad image which she forged in the new medium.

However, there is no shortage of British actress star material. Julie Christie, Susan Hampshire, Sarah Miles, and Susannah York have all confirmed that the promise previously shown is maturing.

Indeed, of all actresses, Sophia Loren would appear to be the one with the greatest boxoffice appeal here, and a major reason for the very exceptional business which "Yesterday Today and Tomorrow" and "Marriage Italian Style" recorded.

Julie Andrews has yet to be fully established here. "Sound of Music" and "Mary Poppins" have been successfully road shown, but have yet to be released. Her first to be seen widely, "Americanization of Emily," finished up only a limited success.

Britain's only new road show to start the rounds, "Lord Jim," disappointed initially but picked up in later dates, particularly at the seaside.

Wooing The Independents

British exhibitors have had a pretty lean summer through a lack of good programs, but at least they have not had to share their American cousins' burdens such as competitive bidding, blind booking, excessively high rentals, and hard terms. Most programs are sold here on recognised sliding scales though the smaller independent exhibitor may find himself occasionally squeezed. Even then, he is apt to rebel, drop the special morsel, and trade elsewhere.

In general, however, many independents are being wooed and feted as never before. After the major deal has been settled, their contribution is a valuable addition to the distributor's gross.

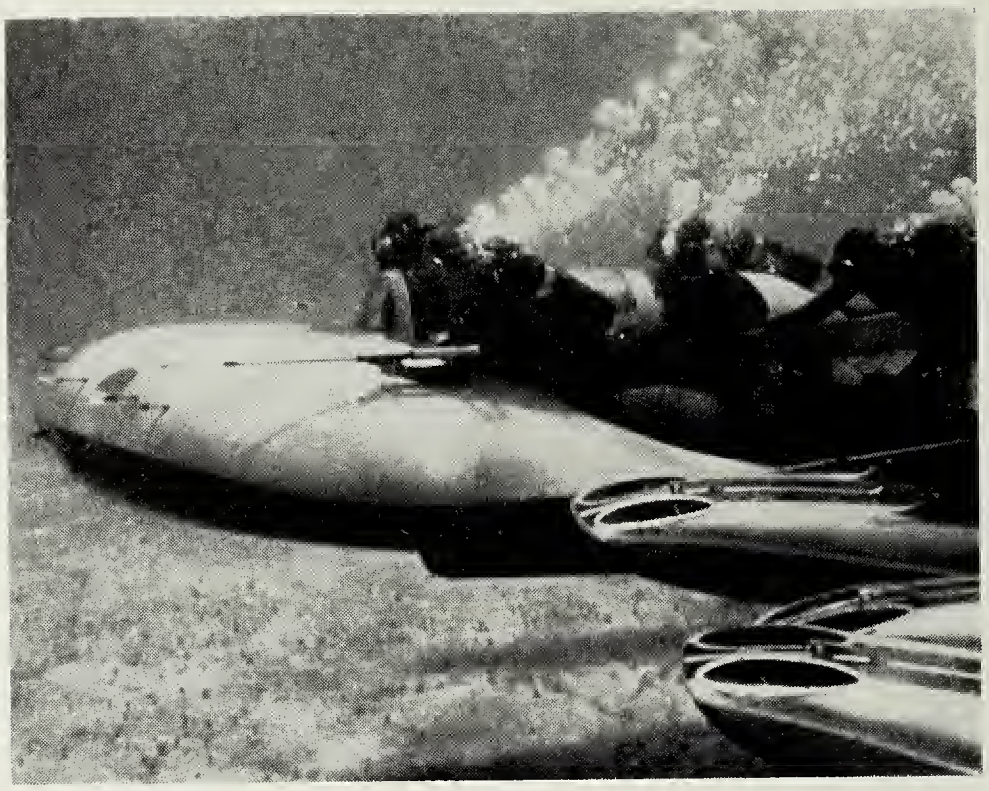
While independent exhibitors naturally cuss the circuits as a matter of course, circuit strength helps many. The executives can be very stubborn, and much of what they win is passed to the smaller men.

Here, indeed, it is the circuit bookers who tell the distributors when a picture should be released—"adults only" pictures, for instance, are not acceptable for holiday dates. They are not immovable, however, and arguments and adjustments are made. In this manner, two programs—generally double feature—are available in an orderly fashion every week, and these are augmented by those movies which are not afforded full circuit releases.

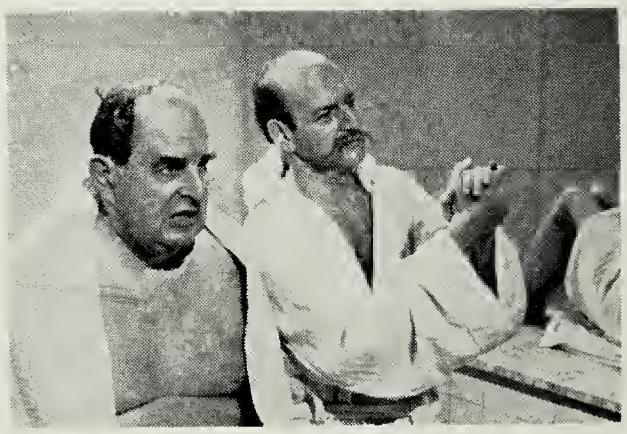
It would warm the cockles of American exhibitors' hearts to hear some of the toughest New York distributors pouring out their hearts about the treatment they receive here!

It has been a quiet summer in the studios, but nearly 50 features are awaiting premieres or are in production, and a

(Continued on page 26)



New addition to the 007 arsenal of weapons which promises to capture as much attention as the famed Aston-Martin of "Goldfinger" is underwater sled used in forthcoming "Thunderball." Below, Sean Connery, as Agent 007, is seen with Luciana Paluzzi on "Thunderball" set.



Tony Randall and Robert Morley get steamed up in pursuit of a multiple murder in "The ABC Murders."

Norman Wisdom, marking his 11th Pinewood Studios comedy and first color feature for Rank, plays a milkman in "The Early Bird."

WALTER SHENSON

PRODUCER

"A HARD DAY'S NIGHT"

and

"HELP!"

STARRING

THE BEATLES

Released through United Artists

THE BEST FROM GREAT BRITAIN

(Continued)

Val Guest's light-hearted adventure for MGM, "Where The Spies Are," stars David Niven and Francoise Dorleac and is set in the Middle East.

number of important projects are starting.

The future of the distribution of the Eady Levy, which has made production so attractive here and has indeed been the most practical means of encouraging the making of films anywhere, is under survey. Some feel that there should be a ceiling on how much a picture can draw (in a nutshell the amount paid by exhibitors on admissions to all movies is divided among British films in accordance to their distributor's gross and exceeds 40 per cent), but if there were, the contributions from admissions to some films like "Goldfinger," might be more than the picture could draw, which would be unfair. Others would like to see American financed pictures denied the levy. Even if this were workable, it would be far from just and would cause an enormous outcry.

British exhibitors are looking with great confidence to such releases as "Help!" "Mary Poppins," "Lord Jim," "Operation Crossbow," "Rotten to the Core," Von Ryan's Express," "Dr. Who and the Daleks," "Moll Flanders," "What's New Pussy Cat," "Warlord," "Genghis Khan," and "Darling" to cover late summer dates.

But it is the latest James Bond "Thunderball" which is awaited the most eagerly. One leading independent circuit operator told me that he did not know how he would be able to show a satisfactory annual report without a new James Bond.

That is quite an admission—and quite a summing up too.

HAROLD BAIM

BRITAIN'S FOREMOST PRODUCER OF ENTERTAINMENT SHORT FILMS

thru

UNITED ARTISTS

"A DAY WITH DINO" THE INTERNATIONAL FESTIVAL FILM COMMENTARY BY ROSSANO BRAZZI

a lasting tribute —
to worthy achievement!

EXHIBITOR
VOTED BY THE FILM BUYERS
OF THE
MOTION PICTURE INDUSTRY
LAUREL AWARDS

1965 LAUREL AWARDS

Presented annually since 1948, pursuant to an
INTERNATIONAL POLL of THEATRE EXECUTIVE OPINION
conducted by the STUDIO SURVEY Department.

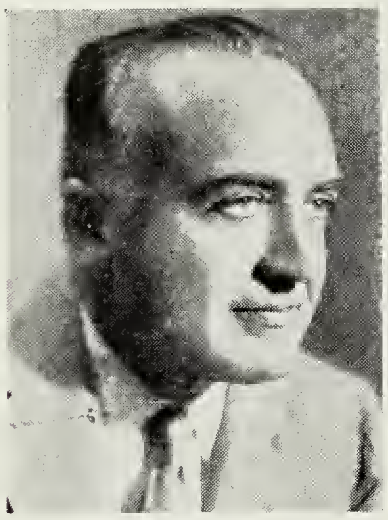
STUDIO SURVEY appears as a special feature department of **MOTION PICTURE EXHIBITOR** and is devoted exclusively to the arts, people, creative ability, and physical properties making up the production side of the motion picture industry. Edited from the west coast, all information relating to its editorial contents should be directed to west coast representative William M. Schary, 818 S. Curson, Los Angeles, Calif. 90036. For all other information, address **MOTION PICTURE EXHIBITOR**, published weekly by Jay Emanuel Publications Inc. Publishing office: 317 North Broad Street, Philadelphia, Pennsylvania 19107. New York Office: 1600 Broadway, Suite 604, New York, N. Y. 10019.

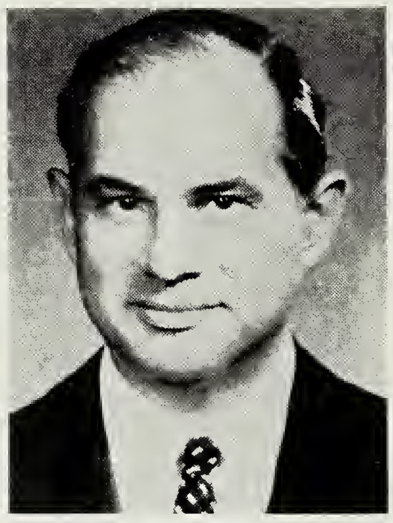
September 29, 1965

UA Profits Rocket In Sellers' Market, Bond Drive

RESPONDENTS to MOTION PICTURE EXHIBITOR's 18th annual international poll of theatre executives left no doubt as to who had the big ones for the 1964-1965 season. When United Artists hit with two Peter Sellers comedies, "The Pink Panther" and "A Shot In The Dark," both exhibitors and competing distributors watched agog as profits took off.

To ice a pretty lavish cake, UA found American audience response to the James Bond thriller, "Goldfinger," widly favorable. Not to be caught with gold in its film vaults, the company scored again with a socko reissue of "From Russia With Love" and "Dr. No," the first two Bond films, given an amazing rejuvenation by the performance of "Goldfinger."


ARTHUR KRIM
President


ROBERT BENJAMIN
Board Chairman

Other winners in the UA stable included "A Hard Day's Night," "How To Murder Your Wife," "Topkapi," and "The Train." Each was voted one of "the" pictures of the year by the people who played them.

This, as our Laurel voters pointed out in nearly every way possible, represents a large portion of what accrued to exhibitors' bank accounts through the year. The UA organization, guided by perhaps the strongest management team in the business today, deserves this resounding vote of appreciation for having taken the reins of a floundering corporation and, during its comparatively brief tenure, turned it into one of the most consistent sources of product and profits in the business today.

Even a superficial study of Laurel Awards voting through the years proves how ever-changing and ever-growing the motion picture industry is. The most obvious changes, of course, are those that show the motion picture industry to be truly international in every way.

This is a trend that began to emerge several years ago, and this year is evidenced on every page of this Laurel edition.

Richard Burton, Peter O'Toole, Deborah Kerr, Peter Sellers, Sophia Loren, Audrey Hepburn, Elke Sommer, Rex Harrison, The Beatles, Julie Andrews, Vittorio De Sica, Sean Connery, Alan Bates, James Fox, Virna Lisi, Honor Blackman, Samantha Eggar, Daniela Bianchi, Lila Kedrova, Sarah Miles—these are some of the personalities honored in this year's balloting. It is by no means a complete list.

It may not be one world yet as far as politics are concerned, but let no on say the movies aren't doing their part to bring men of different cultures together.

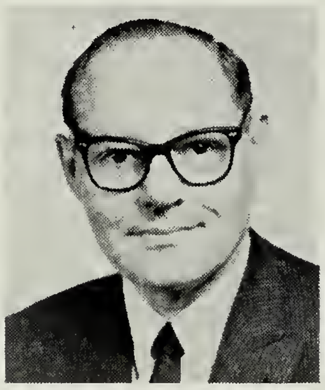
What else can we deduce from this year's balloting? It seems fair to state that motion picture audiences are favoring entertainment that could best be described as "escapist." No doubt, some observers of the motion picture scene would wish that their tastes ran to more elevating stuff, but the public "pays its money and takes its choice."

Certainly, there is a wide and growing audience for the more significant films and for a good deal of what passes for film "art," but the popularity of James Bond and his fellow conspirators looks good for a few film seasons yet. The same might be said for the screen's current crop of funnymen, as comedy is back in favor with a vengeance.

Again, we honor those men and women deemed "best" by the showmen of the world. Many may have a legitimate argument with the selections, but they are probably not the folks who go to the movies. That's one of the ironies of the motion picture industry—those who criticize it most bitterly also seem proud of the fact that they haven't been in a movie theatre for five years or more.

DAVID PICKER

ARNOLD PICKER


EUGENE PICKER

JAMES VELDE

FRED GOLDBERG

1965 Laurel Award Winners:

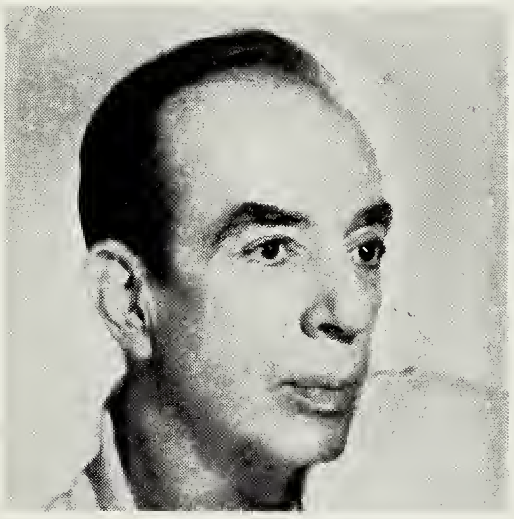
TOPLINER

Directors

1. GEORGE CUKOR

2. BLAKE EDWARDS

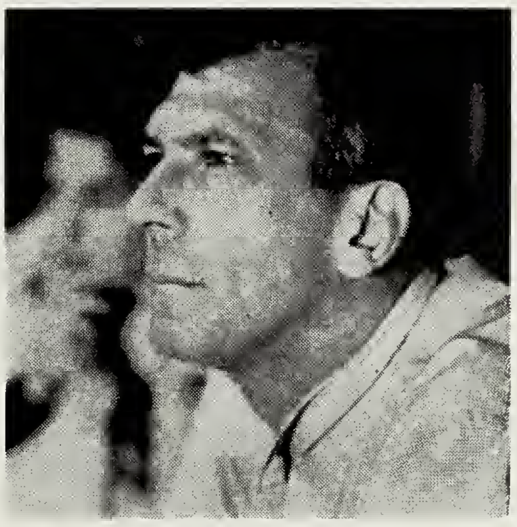
3. JOSEPH L. MANKIEWICZ



4. VINCENTE MINNELLI

5. FRED ZINNEMANN

6. JOHN STURGES

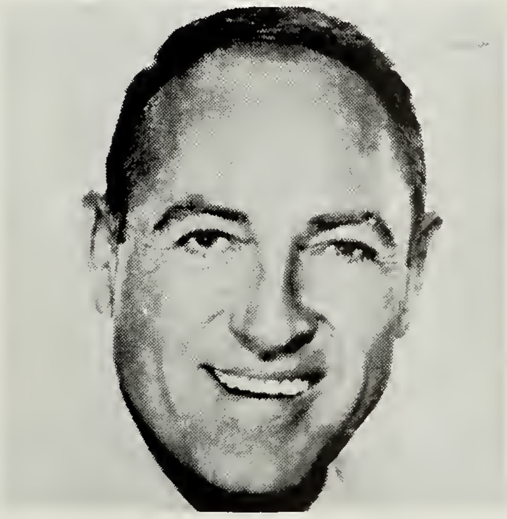


7. RICHARD BROOKS

8. STANLEY DONEN

9. VITTORIO DE SICA

10. CHARLES WALTERS



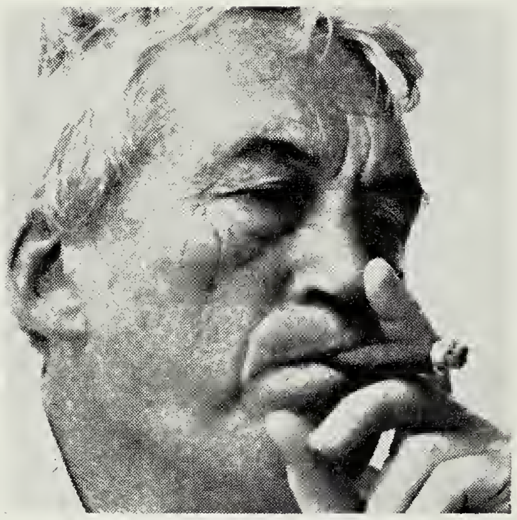
1. MERVYN LE ROY

1965 Laurel Award Winners:

TOPLINER

Producer-Directors

2. ALFRED HITCHCOCK



3. JOHN HUSTON

4. WILLIAM WYLER

5. OTTO PREMINGER

6. ROBERT ALDRICH

7. JOHN FORD

8. GEORGE STEVENS

9. BILLY WILDER

10. GEORGE SIDNEY

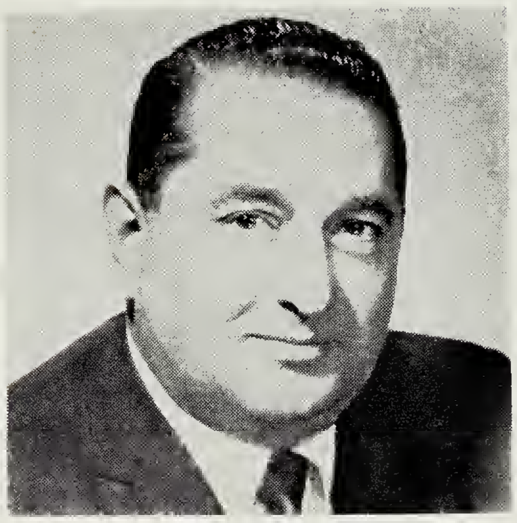
1965 Laurel Award Winners:

TOPLINER

Producers

1. WALT DISNEY

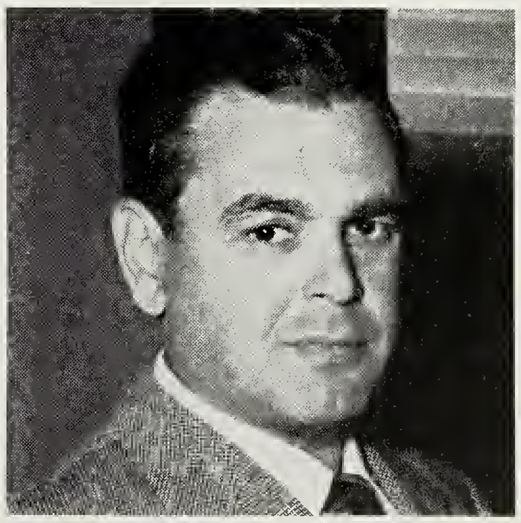
2. ROSS HUNTER


3. JOSEPH E. LEVINE

4. SAM SPIEGEL

5. WALTER MIRISCH

6. DARRYL F. ZANUCK


7. PANDRO S. BERMAN

8. JOSEPH PASTERNAK

9. JACK CUMMINGS

10. JERRY BRESLER

BEST ROAD SHOW

My Fair Lady

PRODUCTION: Jack L. Warner
DIRECTION: George Cukor
CAST: Audrey Hepburn, Rex Harrison, Stanley Holloway, Wilfred Hyde-White, Gladys Cooper, Jeremy Brett, Theodore Bikel, Mona Washbourne, Isobel Elsom, John Holland
COLOR: Technicolor
SCREENPLAY: Alan Jay Lerner, based on the musical by Lerner, with lyrics by Lerner and music by Frederick Loewe—an adaptation of G. B. Shaw's "Pygmalion"
RELEASED BY: Warner Bros.

WARNER

BEST GENERAL ENTERTAINMENT

Mary Poppins

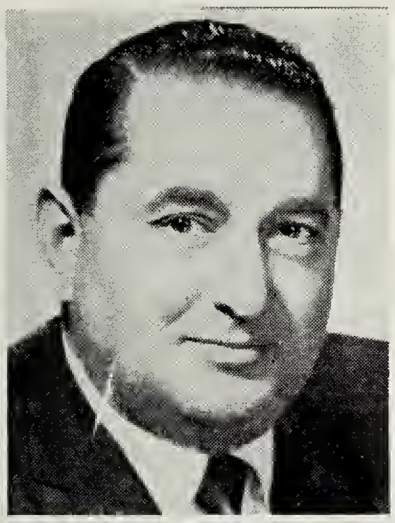
PRODUCTION: Walt Disney; Bill Walsh, co-producer
DIRECTION: Robert Stevenson
CAST: Julie Andrews, Dick Van Dyke, David Tomlinson, Glynis Johns, Ed Wynn, Hermione Baddeley, Karen Dotrice, Matthew Garber, Elsa Lanchester, Arthur Treacher, Reginald Owen, Reta Shaw, Arthur Malet, Jane Darwell, Cyril Delavanti, Lester Matthers
COLOR: Technicolor
SCREENPLAY: Bill Walsh and Don DaGardi, based on the P. L. Travers books
RELEASED BY: Buena Vista

DISNEY

1965 Laurel Award Winners:

BEST DRAMA

The Carpetbaggers

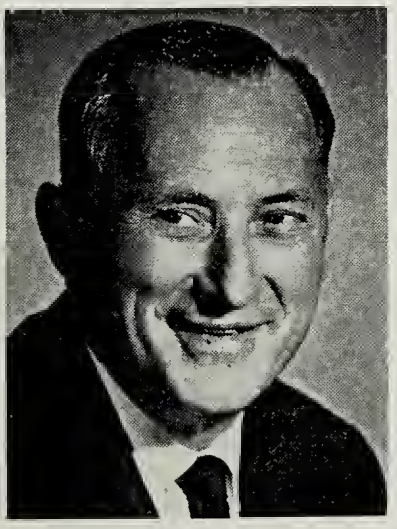


LEVINE

PRODUCTION: Joseph E. Levine
DIRECTION: Edward Dmytryk
CAST: George Peppard, Carroll Baker, Alan Ladd, Robert Cummings, Martha Hyer, Elizabeth Ashley, Lew Ayres, Martin Balsam, Ralph Taeger, Archie Moore, Leif Erickson, Arthur Franz, Tom Tully, Audrey Totter, Anthony Warde, Charles Lane
COLOR: Technicolor
SCREENPLAY: John Michael Hayes, based on the novel by Harold Robbins
RELEASED BY: Paramount

BEST COMEDY

Father Goose



ARTHUR

PRODUCTION: Robert Arthur
DIRECTION: Ralph Nelson
CAST: Cary Grant, Leslie Caron, Trevor Howard, Stephanie Berrington, Jennifer Berrington, Verina Greenlaw, Laurelle Felsette, Nicole Felsette, Pip Sparke, Sharyle Locke
COLOR: Technicolor
SCREENPLAY: Peter Stone and Frank Tarloff
RELEASED BY: Universal

BEST MUSICAL

The Unsinkable Molly Brown

PRODUCTION: Lawrence Weingarten; associate producer, Roger Edens
DIRECTION: Charles Walters
CAST: Debbie Reynolds, Harve Presnell, Ed Begley, Jack Kruschen, Hermione Baddeley, Vassili Lambrinos, Fred Essler, Harvey Lembeck, Lauren Gilbert, Kathryn Card, Hayden Rorke, Harry Holcombe, Amy Douglass, George Mitchell, Martita Hunt, Vaughn Taylor
COLOR: Metrocolor
SCREENPLAY: Helen Deutsch, based on the musical play by Meredith Willson and Richard Morris
RELEASED BY: Metro-Goldwyn-Mayer

WEINGARTEN

BEST ACTION DRAMA

Goldfinger

PRODUCTION: Harry Saltzman and Albert R. Broccoli
DIRECTION: Guy Hamilton
CAST: Sean Connery, Gert Frobe, Honor Blackman, Shirley Eaton, Tania Mallet, Harold Sakata, Bernard Lee, Martin Benson, Cec Linder, Austin Willis, Lois Maxwell, Bill Nagy
COLOR: Technicolor
SCREENPLAY: Richard Maibaum and Paul Dehn, based on the Ian Fleming novel
RELEASED BY: United Artists

SALTZMAN-BROCCOLI

SLEEPER

Zorba the Greek

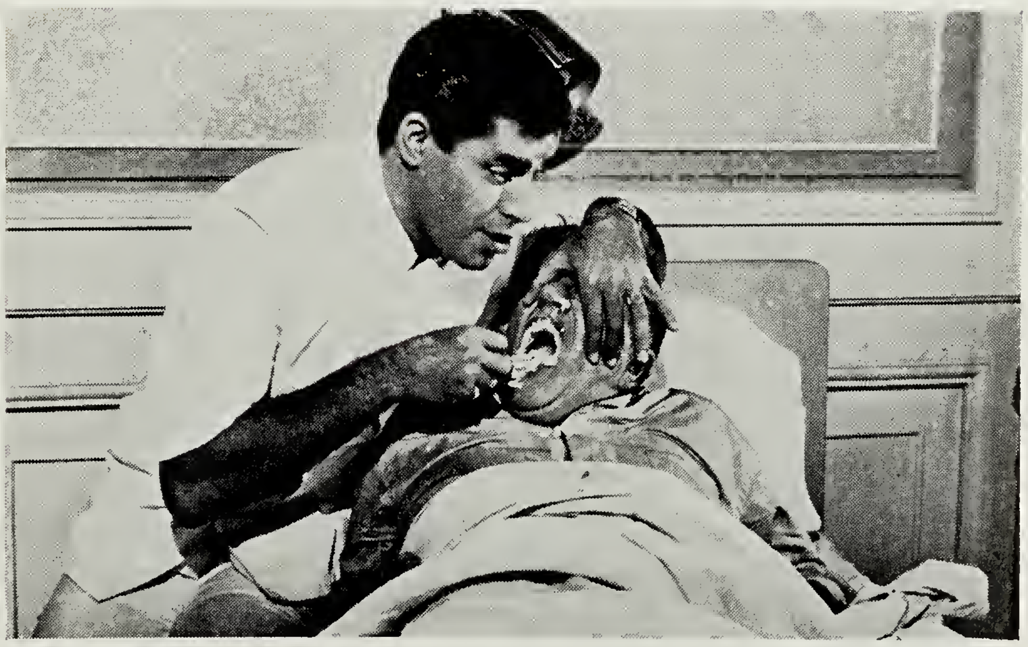
PRODUCTION: Michael Cacoyannis
DIRECTION: Michael Cacoyannis
CAST: Anthony Quinn, Alan Bates, Irene Papas, Lila Kedrova, George Foundas, Eleni Anousaki, Sotiris Moustakas
SCREENPLAY: Michael Cacoyannis, based on the novel by Nikos Kazantzakis
RELEASED BY: 20th-Fox (International Classic)

SPECIAL AWARD

Jerry Lewis

Family Comedy King

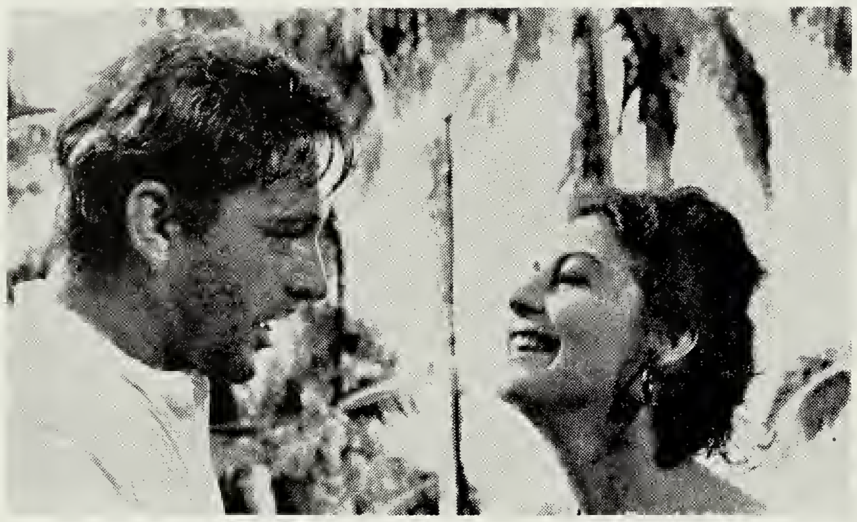
A Special Award has been voted by the exhibitors participating in the 1965 Laurel Award ballot to JERRY LEWIS, "Family Comedy King," who has brought the gift of laughter to family audiences all over the world. This edition of the Laurel Awards marks the fifteenth consecutive year that Jerry has been honored with a Laurel Award by the showmen of the world. His collection of such awards dates back to 1950, when he burst on the entertainment scene as a new personality destined for stardom.



BEST DRAMAS

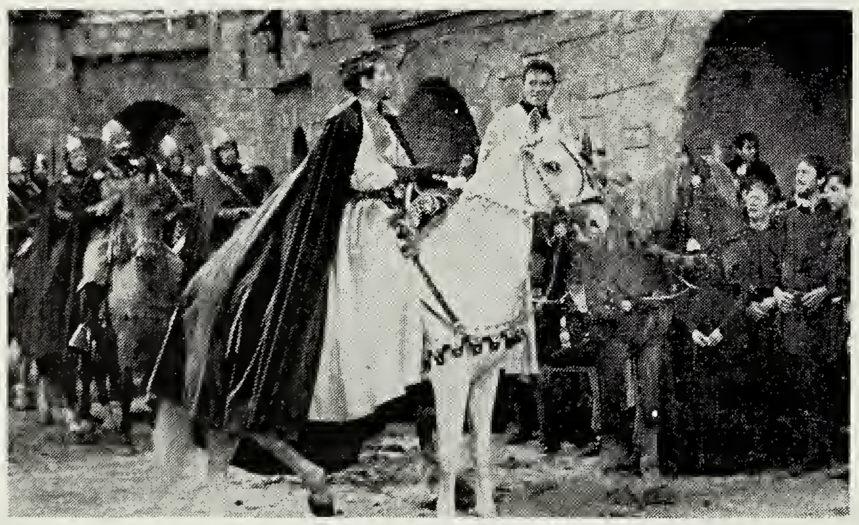
The Americanization of Emily

PRODUCTION: Martin Ransohoff
DIRECTION: Arthur Hiller
CAST: James Garner, Julie Andrews, Melvyn Douglas, James Coburn, Joyce Grenfell, Edward Binns, Liz Fraser, Keenan Wynn, William Windom, John Crawford, Douglas Henderson
SCREENPLAY: Paddy Chayefsky, based on the novel by William Bradford Huie
RELEASED BY: Metro-Goldwyn-Mayer



The Night of the Iguana

PRODUCTION: Ray Stark
DIRECTION: John Huston
CAST: Richard Burton, Ava Gardner, Deborah Kerr, Sue Lyon, James Ward, Grayson Hall, Cyril Delavanti, Mary Boylan, Gladys Hill, Billie Matticks, Eloise Hardt, Thelda Victor, Betty Proctor, Dorothy Vance
SCREENPLAY: John Huston and Anthony Veiller
RELEASED BY: Metro-Goldwyn-Mayer



Becket

PRODUCTION: Hal Wallis
DIRECTION: Peter Glenville
CAST: Richard Burton, Peter O'Toole, John Gielgud, Donald Wolfit, Martita Hunt, Pamela Brown, Paola Stoppa, Gino Cervi, David Weston, Felix Aylmer, Niall MacGinnis, Percy Herbert, Christopher Rhodes, Peter Jeffrey, Inigo Jackson, Sian Philips
COLOR: Technicolor
SCREENPLAY: Edward Anhalt, based on the play by Jean Anouilh
RELEASED BY: Paramount

Fail Safe

PRODUCTION: Max E. Youngstein
DIRECTION: Sidney Lumet
CAST: Henry Fonda, Dan O'Herlihy, Walter Matthau, Frank Overton, Edward Binns, Fritz Weaver, Larry Hagman, William Hansen, Russell Hardie, Russell Collins, Sorrell Booke, Nancy Berg, John Connell, Frank Simpson, Hildy Parks, Janet Ward
SCREENPLAY: Walter Bernstein, based on the novel by Eugene Burdick and Harvey Wheeler
RELEASED BY: Columbia

BEST COMEDIES

The Pink Panther

PRODUCTION: Martin Jurow; associate producer, Dick Crockett
DIRECTION: Blake Edwards
CAST: David Niven, Peter Sellers, Robert Wagner, Capucine, Claudia Cardinale, Brenda De Banzie, Fran Jeffries, Colin Gordon, John Le Mesurier, James Lanphier
COLOR: Technicolor
SCREENPLAY: Maurice Richlin and Blake Edwards
RELEASED BY: United Artists

A Shot in the Dark

PRODUCTION: Blake Edwards
DIRECTION: Blake Edwards
CAST: Peter Sellers, Elke Sommer, George Sanders, Herbert Lom, Tracy Reed, Graham Stark, Andre Maranne, Douglas Wilmer, Vanda Godsell, Maurice Kaufman, Ann Lynn, David Lodge, Loria Redmond Martin Benson, Burt Kwouk, Reginald Beckwith, Turk Thrust, John Herrington, Jack Melford
COLOR: DeLuxe
SCREENPLAY: Blake Edwards and William P. Blatty
RELEASED BY: United Artists

What a Way to Go

PRODUCTION: Arthur P. Jacobs
DIRECTION: J. Lee Thompson
CAST: Shirley MacLaine, Paul Newman, Robert Mitchum, Dean Martin, Gene Kelly, Bob Cummings, Dick Van Dyke, Reginald Gardiner, Margaret Dumont, Lou Nova, Fifi D'Orsay, Maurice Marsac, Wally Vernon, Jane Wald, Lenny Kent
COLOR: DeLuxe
SCREENPLAY: Betty Comden and Adolph Green, based on a story by Gwen Davis
RELEASED BY: 20th-Fox

Good Neighbor Sam

PRODUCTION: David Swift
DIRECTION: David Swift
CAST: Jack Lemmon, Romy Schneider, Dorothy Provine, Michael Connors, Edward Andrews, Louis Nye, Robert J. Lewis, Anne Seymour, Linda Watkins, Tris Coffin, Riza Royce
COLOR: Eastman Color
SCREENPLAY: James Fritzell, Everett Greenbaum, and David Swift, based on the novel by Jack Finney
RELEASED BY: Columbia

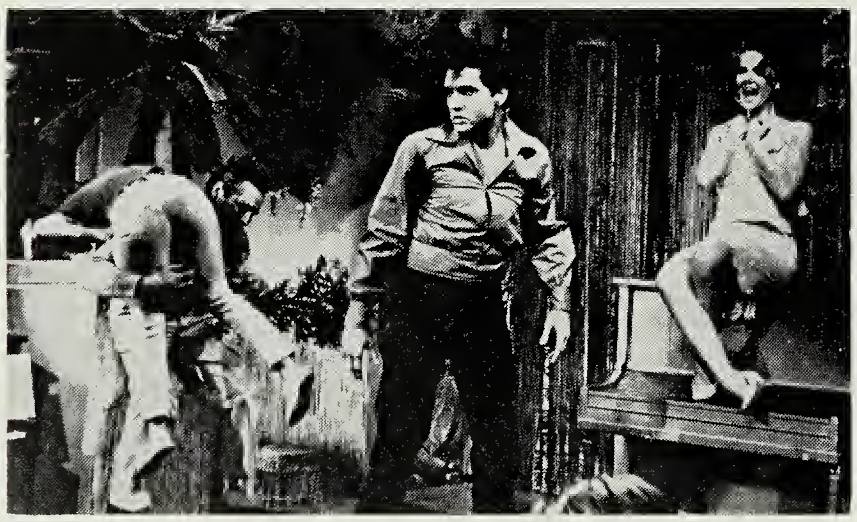
1965 Laurel Award Winners: BEST MUSICALS

Viva Las Vegas

PRODUCTION: Jack Cummings and George Sidney
DIRECTION: George Sidney
CAST: Elvis Presley, Ann-Margret, Cesare Danova, William Demarest, Nicky Blair
COLOR: Metrocolor
SCREENPLAY: Sally Benson, with music by George Stoll
RELEASED BY: Metro-Goldwyn-Mayer

A Hard Day's Night

PRODUCTION: Walter Shenson
DIRECTION: Richard Lester
CAST: John Lennon, Paul McCartney, George Harrison, Ringo Starr, Wilfred Brambell, Norman Rossington, Victor Spinetti, John Junkin, Derek Guyler, Anna Quayle
SCREENPLAY: Alun Owen
RELEASED BY: United Artists



Girl Happy

PRODUCTION: Joe Pasternak
DIRECTION: Boris Sagal
CAST: Elvis Presley, Shelley Fabares, Harold J. Stone, Gary Crosby, Joby Baker, Nita Talbot, Mary Ann Mobley, Fabrizio Mioni, Jackie Coogan, Jimmy Hawkins, Peter Brooks, Chris Noel, John Fiedler
COLOR: Metrocolor
SCREENPLAY: R. S. Allen and Harvey Bullock
RELEASED BY: Metro-Goldwyn-Mayer

Robin and the Seven Hoods

PRODUCTION: Frank Sinatra
DIRECTION: Gordon Douglas
CAST: Frank Sinatra, Dean Martin, Sammy Davis, Jr., Peter Falk, Barbara Rush, Victor Buono, Bing Crosby, Hank Henry, Allen Jenkins, Jack LaRue, Robert Foulk, Phil Crosby
COLOR: Technicolor
SCREENPLAY: David R. Schwartz
RELEASED BY: Warner Bros.

BEST ACTION DRAMAS

From Russia With Love

PRODUCTION. Harry Saltzman and Albert R. Broccoli
DIRECTION: Terence Young
CAST: Sean Connery, Daniela Bianchi, Pedro Armendariz, Lotte Lenya, Robert Shaw, Bernard Lee, Eunice Grayson, Walter Gotell, Francis de Wolff, George Pastell, Nadja Regin
COLOR: Technicolor
SCREENPLAY: Richard Maibaum, based in the Ian Fleming novel
RELEASED BY: United Artists

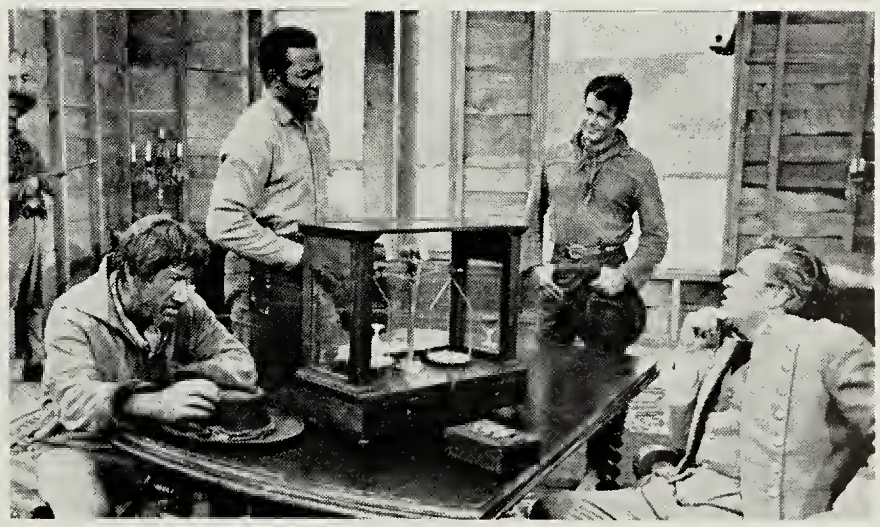
Cheyenne Autumn

PRODUCTION: Bernard Smith
DIRECTION: John Ford
CAST: Richard Widmark, Carroll Baker, Karl Malden, Sal Mineo, Dolores Del Rio, Ricardo Montalban, Gilbert Roland, Arthur Kennedy, Patrick Wayne, Elizabeth Allen, John Carradine
COLOR: Technicolor
SCREENPLAY: James R. Webb, based on the book by Mari Sandoz
RELEASED BY: Warner Bros.

Topkapi

PRODUCTION: Jules Dassin
DIRECTION: Jules Dassin
CAST: Melina Mercouri, Peter Ustinov, Maximilian Schell, Robert Morley, Akim Tamiroff, Gilles Segal, Jess Hahn, Titos Wandis, Ege Ernhart
COLOR:
SCREENPLAY: Monja Danischewsky, based on the novel, "The Light Of Day," by Eric Ambler
RELEASED BY: United Artists

Rio Conchos



PRODUCTION: David Weisbart
DIRECTION: Gordon Douglas
CAST: Richard Boone, Stuart Whitman, Tony Franciosa, Wende Wagner, Warner Anderson, Jim Brown, Rodolfo Acosta, Barry Kelley, Vito Scotti, House Peters, Jr., Kevin Hagen, Edmond O'-Brien
COLOR: DeLuxe
RELEASED BY: 20th-Fox

Thank you, Exhibitors,

BLAKE EDWARDS

1965

NOW IN PRODUCTION:
"WHAT DID YOU DO IN THE WAR, DADDY?"

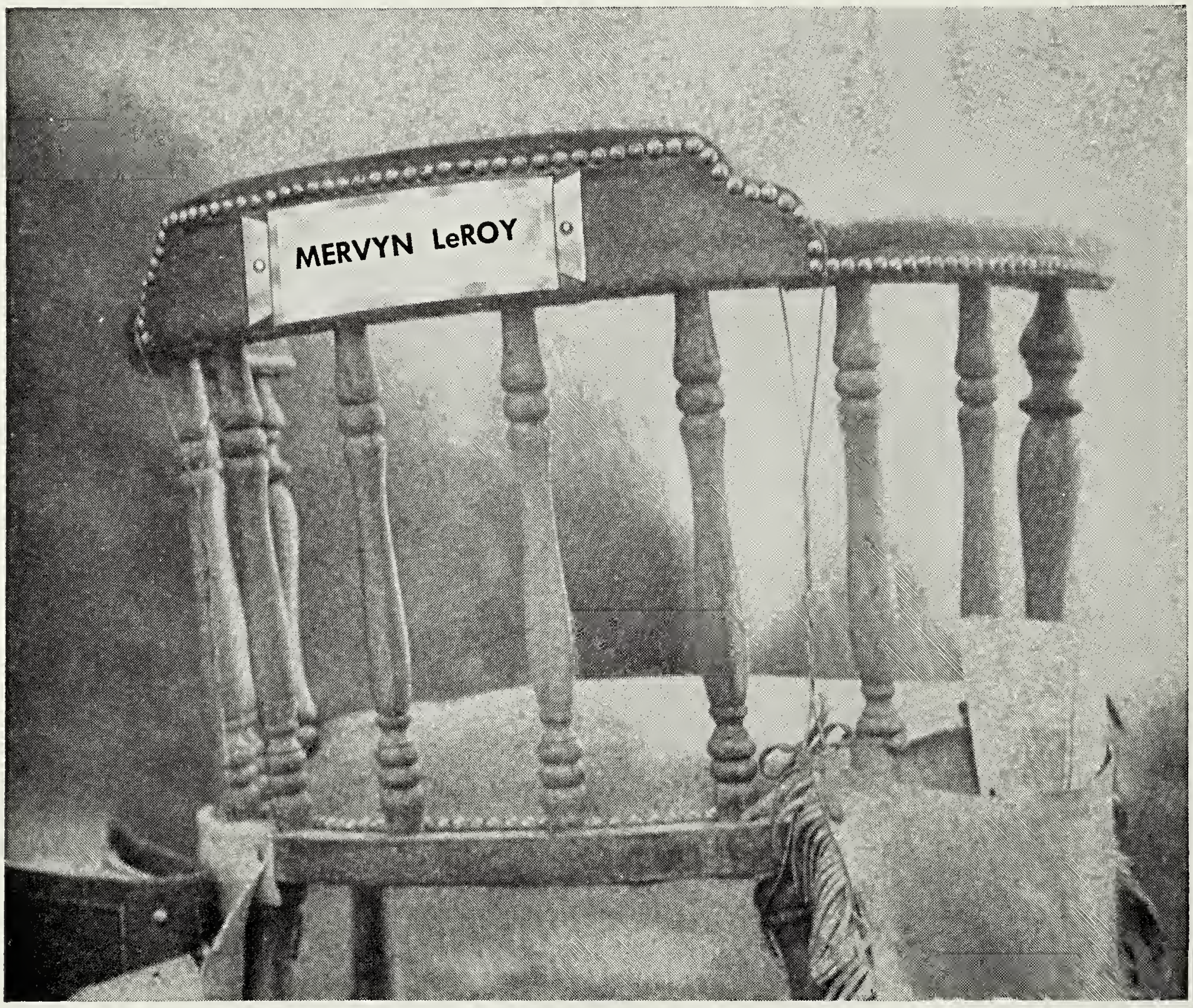
Thanks,

JOHN STURGES

EXHIBITOR
LAUREL AWARD

1965

NUMBER ONE MOTION PICTURE
PRODUCER DIRECTOR OF THE YEAR



NEXT

FROM MERVYN LE ROY

MOMENT TO MOMENT

A UNIVERSAL PICTURE

Thank you, Exhibitors,

George Sidney

EXHIBITOR
LAUREL AWARDS

1965

Thank you,

JACK CUMMINGS

EXHIBITOR
LAUREL AWARDS
1965

JERRY BRESLER

Thank you, Exhibitors,

Jerry Lewis

Thank you,

VINCENTE MINNELLI

EXHIBITOR
LAUREL AWARDS

1965

A Company On The Go!

- Fox West Coast Theatres
- Fox Mountain—Midwest Theatres
- Fox Eastern Theatres

NATIONAL GENERAL
CORPORATION
9570 Wilshire Boulevard
Beverly Hills / California

LEON FROMKESS—SAMUEL FIRKS PRODUCTION

"THE GREAT SIOUX MASSACRE"

IN RELEASE
BY

COLUMBIA PICTURES

To: Jay Emanuel -

We think of you as an Exhibitor first and a Publisher second.

That's why Exhibitor's Laurel Awards are really the Theatre Industry's recognition of ability and achievement!

Just the other day we told Exhibitor's Bill Schary (an old friend) that Exhibitor is in our theatres because Exhibitors talk best to Exhibitors!

And that's you!

Pacific Drive-In Theatres Corp.
William R. Forman, President

1965 Laurel Award Winners:

TOPLINER

Female Stars

1. ELIZABETH TAYLOR

4. DORIS DAY

5. SHIRLEY MAC LAINE

6. NATALIE WOOD

10. DEBORAH KERR

11. BETTE DAVIS

12. SUSAN HAYWARD

2. DEBBIE REYNOLDS

3. JULIE ANDREWS

7. SOPHIA LOREN

8. CARROLL BAKER

9. SANDRA DEE

13. ELKE SOMMER

14. AUDREY HEBURN

15. JANE FONDA

1965 Laurel Award Winners:

TOPLINER

Male Stars

1. JACK LEMMON

4. REX HARRISON

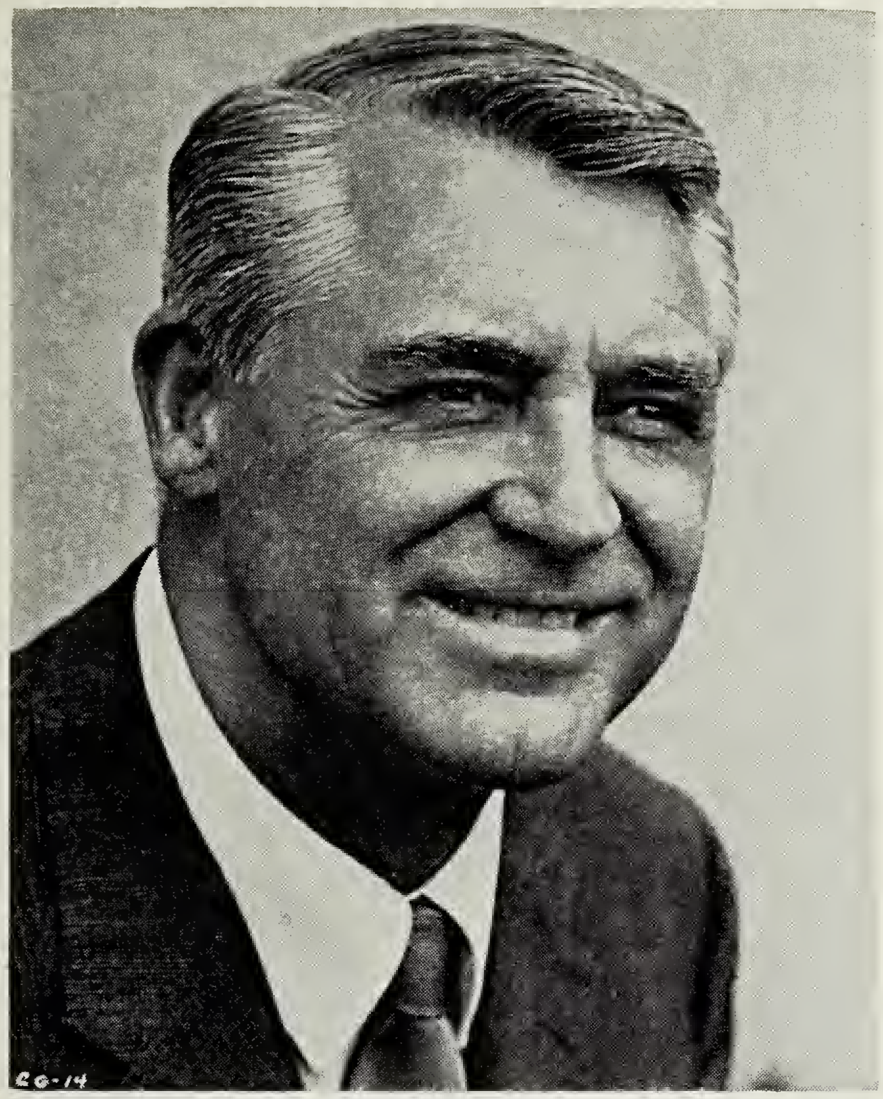
5. JOHN WAYNE

6. ROCK HUDSON

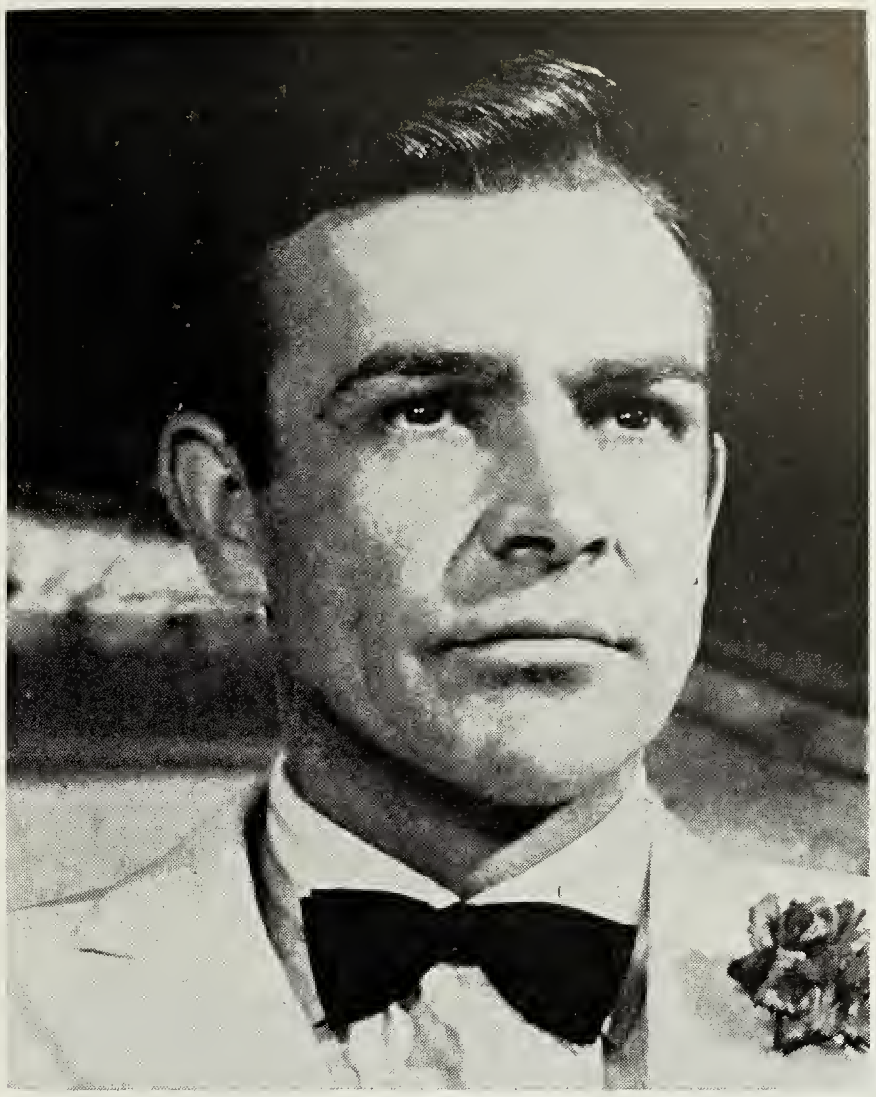
10. PETER O'TOOLE

11. JAMES STEWART

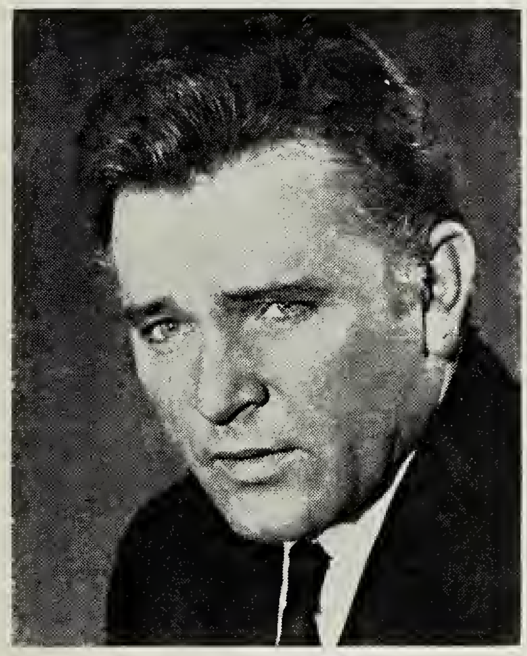
12. PAUL NEWMAN



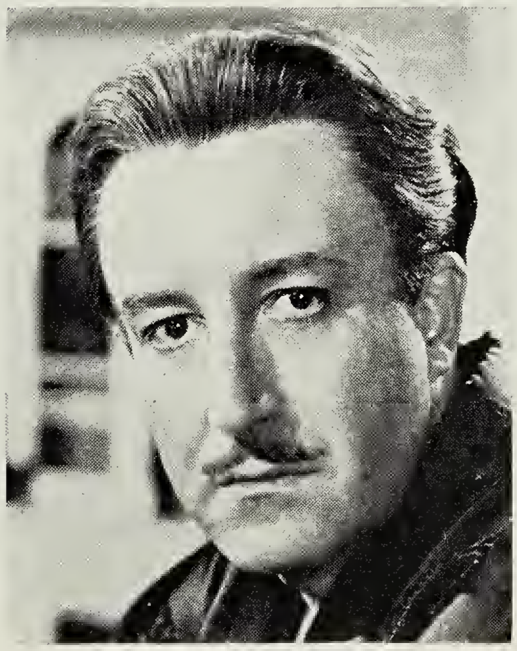
2. CARY GRANT



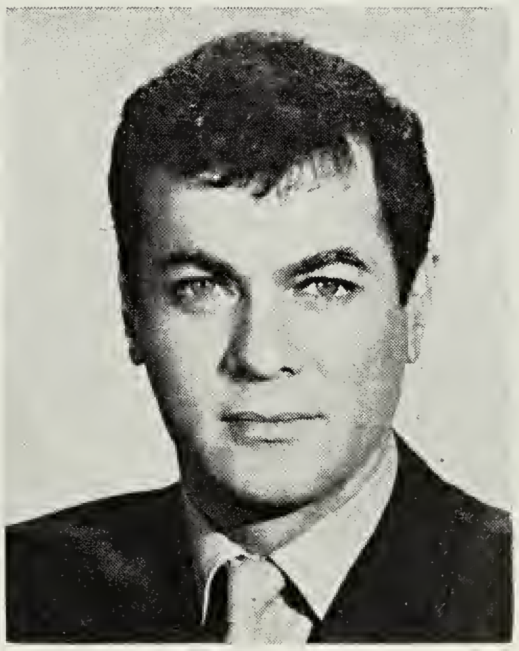
3. SEAN CONNERY



7. RICHARD BURTON

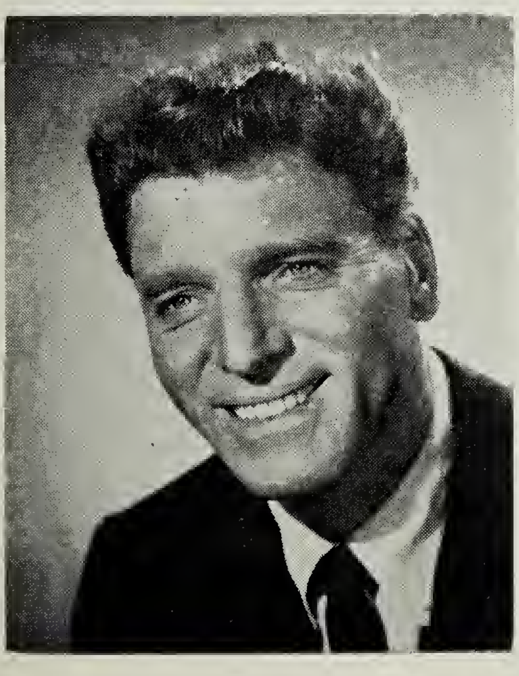


8. PETER SELLERS

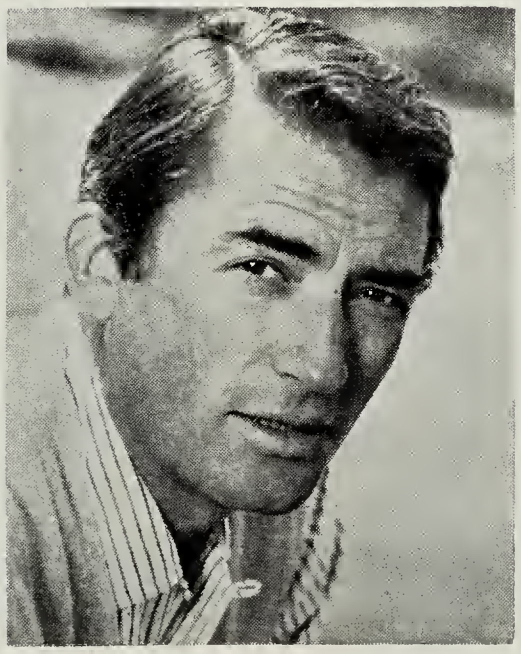


9. TONY CURTIS

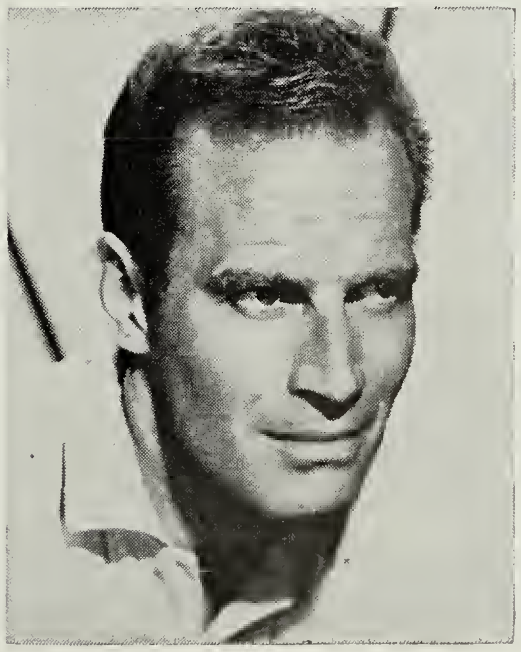
13. BURT LANCASTER



14. GREGORY PECK



15. CHARLTON HESTON



1965 Laurel Award Winners:

TOPLINER

Dramatic

FEMALE

1. BETTE DAVIS
"Hush, Hush, Sweet Charlotte"

2. CARROLL BAKER
"The Carpetbaggers"

3. KIM STANLEY
"Seance On A Wet Afternoon'

4. ANN BANCROFT
"The Pumpkin Eater"

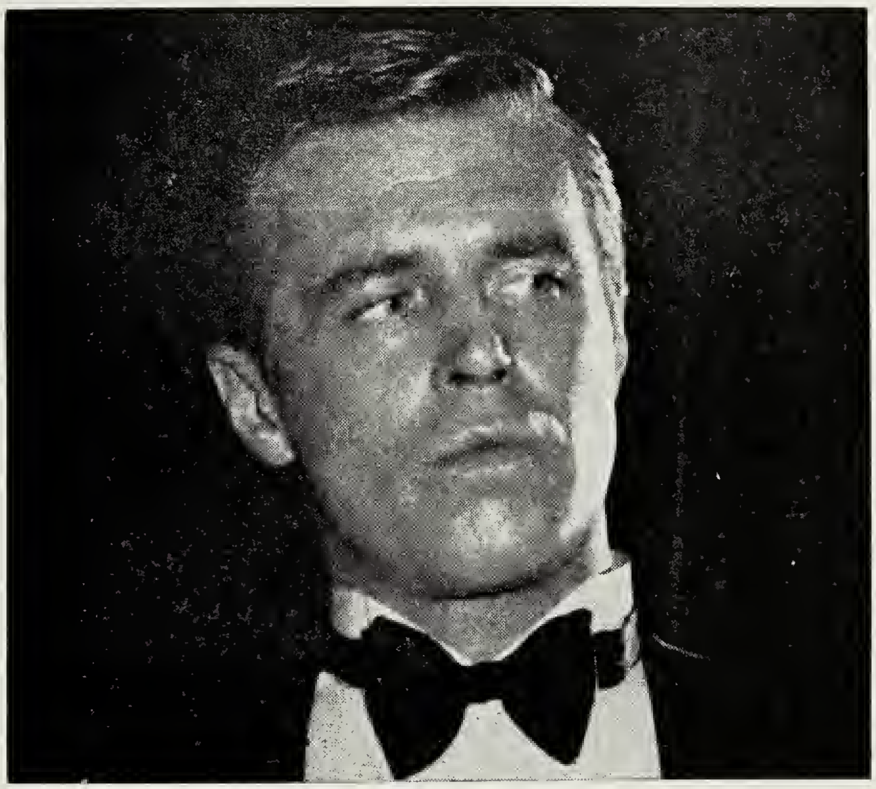
5. DEBORAH KERR
"The Night Of The Iguana"

Performances

MALE

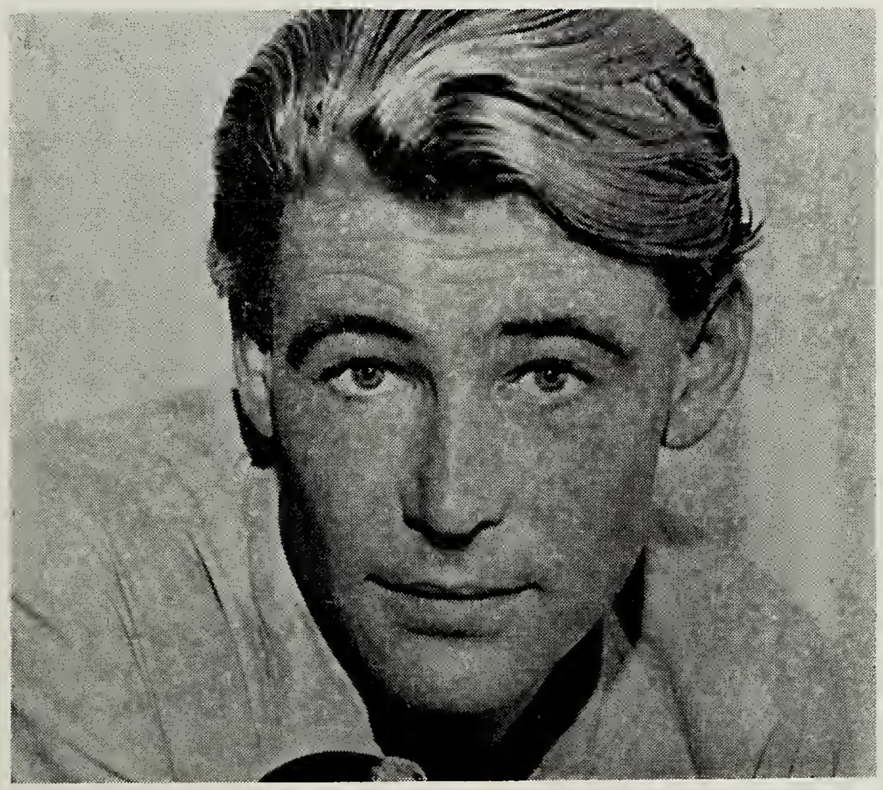
1. RICHARD BURTON
"Becket"

2. JAMES GARNER
"The Americanization Of Emily"

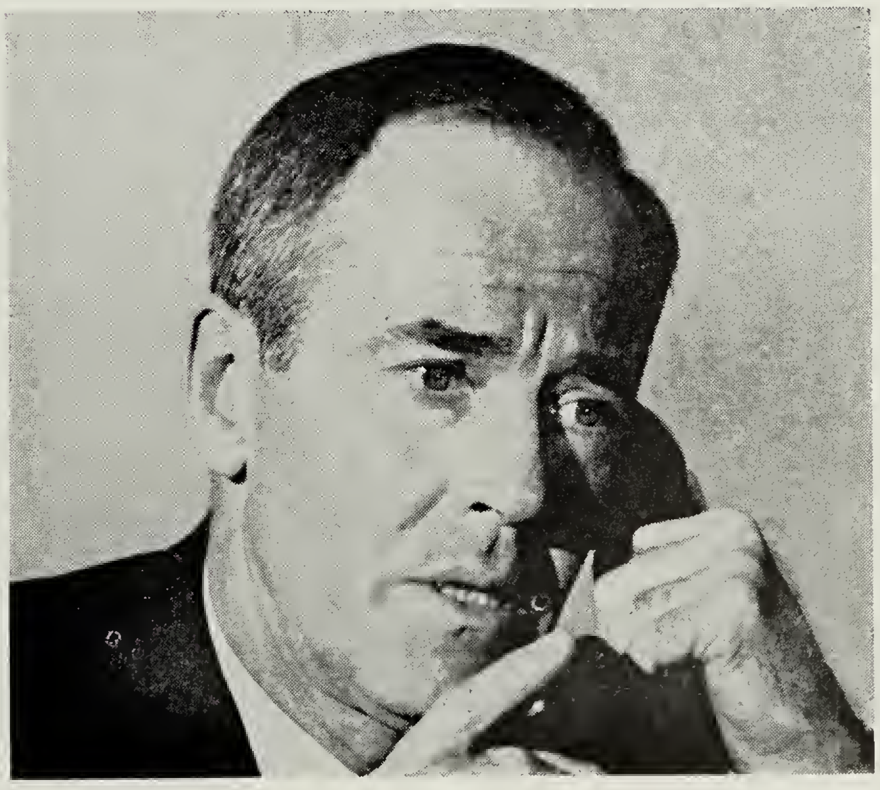


3. GEORGE PEPPARD
"The Carpetbaggers"

4. PETER O'TOOLE
"Becket"



5. HENRY FONDA
"Fail Safe"



1965 Laurel Award Winners:

TOPLINER

Comedy

FEMALE

1. DORIS DAY
"Send Me No Flowers"

2. SOPHIA LOREN
"Marriage Italian Style"

3. AUDREY HEPBURN
"My Fair Lady"

4. ELKE SOMMER
"A Shot In The Dark"

5. NATALIE WOOD
"Sex And The Single Girl"

Performances

MALE

1. JACK LEMMON
"How To Murder Your Wife"

2. CARY GRANT
"Father Goose"

3. ROCK HUDSON
"Send Me No Flowers"

4. PETER SELLERS
"The Pink Panther"

5. PAUL NEWMAN
"What A Way To Go"

TOPLINER

Supporting

FEMALE

1. GLYNIS JOHNS
"Mary Poppins"

2. AGNES MOOREHEAD
"Hush, Hush, Sweet Charlotte"

3. LOTTE LENYA
"From Russia With Love"

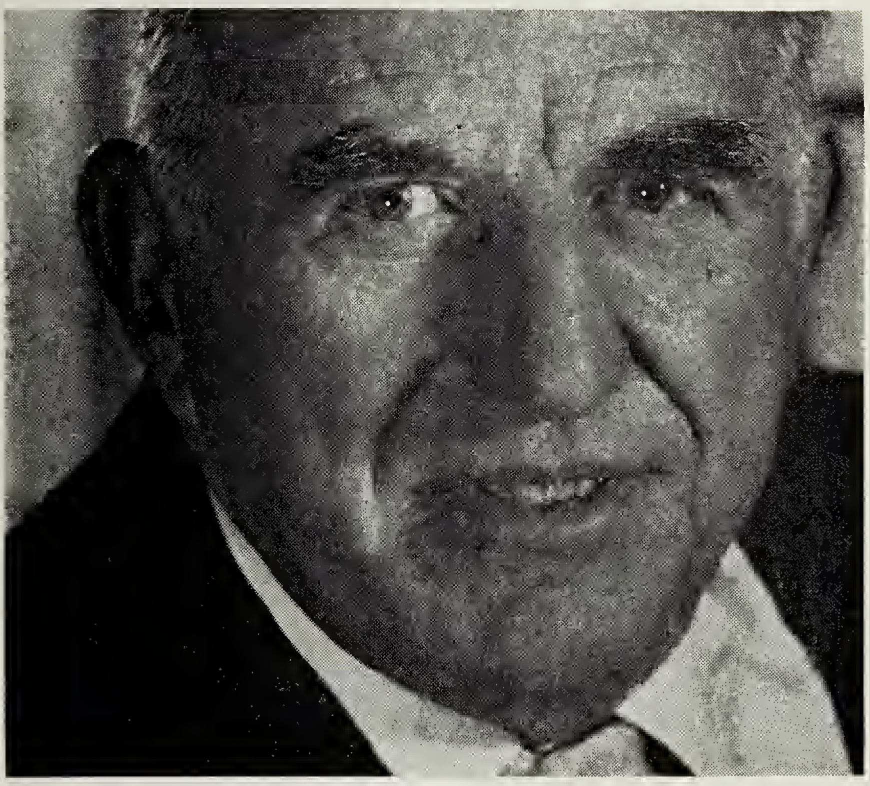
4. LILA KEDROVA
"Zorba The Greek"

5. CLAIRE TREVOR
"How To Murder Your Wife"

Performances

MALE

1. PETER USTINOV
"Topkapi"



2. ED BEGLEY
"The Unsinkable Molly Brown"

3. GERT FROBE
"Goldfinger"

4. STANLEY HOLLOWAY
"My Fair Lady"

5. MELVYN DOUGLAS
"The Americanization of Emily"

1965 Laurel Award Winners:

TOPLINER

Action Performances

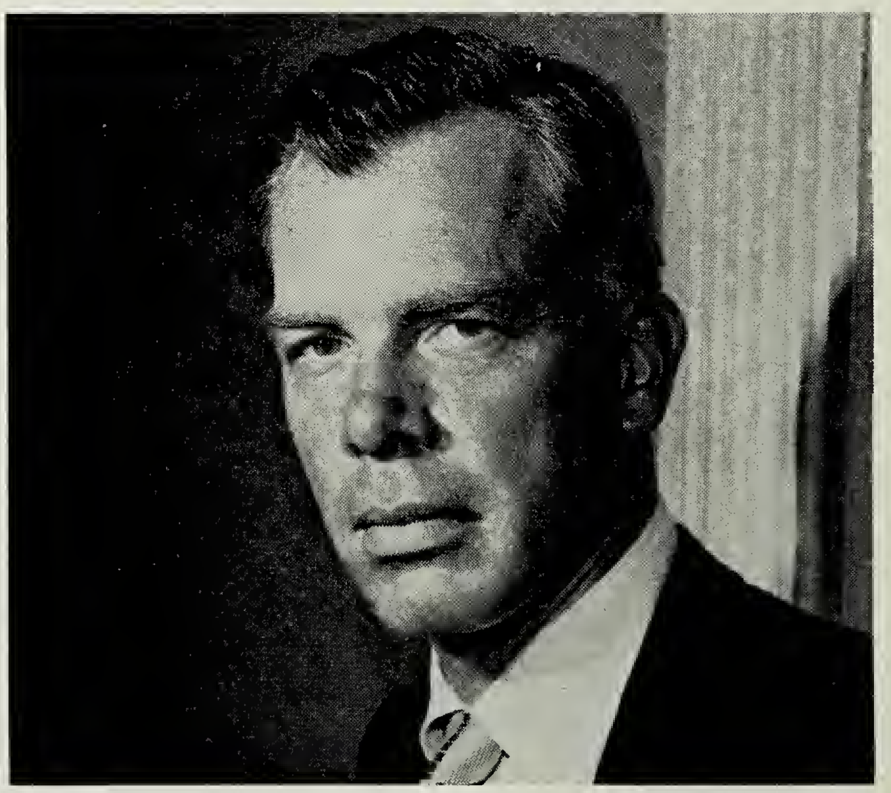
1. SEAN CONNERY
"Goldfinger"

2. BURT LANCASTER
"The Train"

3. RICHARD BOONE
"Rio Conchos"

4. JOHN WAYNE
"Circus World"

5. LEE MARVIN
"The Killers"



Thank you,

ELIZABETH TAYLOR

EXHIBITOR
VOTED BY THEATRE BUYERS OF THE MOTION PICTURE INDUSTRY
LAUREL AWARDS

1965

JALEM PRODUCTIONS congratulates

JACK LEMMON

NO. 1 Male Box Office Star

NO. 1 Comedy Star

and thanks the exhibitors of America

for these 1965 Laurel Awards

Coproducing:

THE FORTUNE COOKIE/WILDER-MIRISCH-UA

In preparation:

THE APRIL FOOLS

COOL HAND LUKE

Thank you sincerely,

SHIRLEY MacLAINE

EXHIBITOR
LAUREL AWARDS

1965

Thank you,

ROCK HUDSON

EXHIBITOR
LAUREL AWARDS

1965

Gratefully,

SANDRA DEE

EXHIBITOR
LAUREL AWARDS

1965

Gratefully,

RICHARD BURTON

EXHIBITOR
VOTED BY THE FILM BUYERS OF THE MOTION PICTURE INDUSTRY
LAUREL AWARDS

1965

Mahalo Nui

RICHARD BOONE

EXHIBITOR
LAUREL AWARDS
1965

1965 Laurel Award Winners:

TOPLINER

Musical

FEMALE

1. JULIE ANDREWS
"Mary Poppins"

2. DEBBIE REYNOLDS
"The Unsinkable Molly Brown"

3. ANN-MARGRET
"Viva Las Vegas"

4. CONNIE FRANCIS
"Looking For Love"

5. ANNETTE FUNICELLO
"Muscle Beach Party"

Performances

MALE

1. REX HARRISON
"My Fair Lady"

2. DICK VAN DYKE
"Mary Poppins"

3. ELVIS PRESLEY
"Viva Las Vegas"

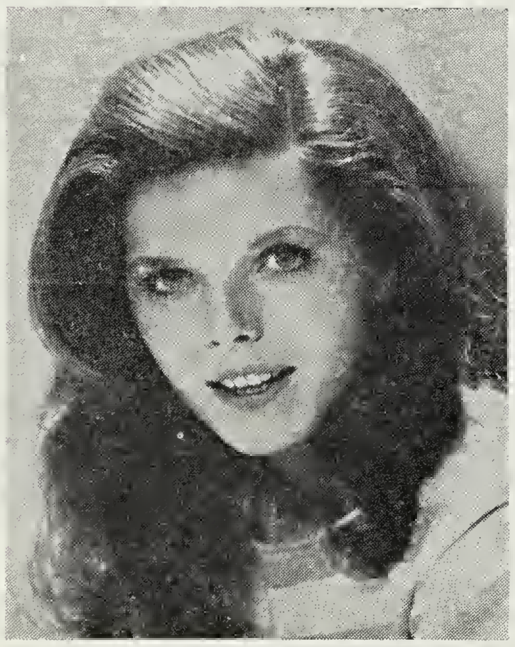
4. HARVE PRESNELL
"The Unsinkable Molly Brown"

5. THE BEATLES
"A Hard Day's Night"

TOPLINER

New Faces

1. ELIZABETH ASHLEY



4. SAMANTHA EGGAR

5. DANIELA BIANCHI

6. LILA KEDROVA

10. NANCY SINATRA

11. TIPPI WALKER

12. FRAN JEFFRIES

2. VIRNA LISI

3. HONOR BLACKMAN

7. SARAH MILES

8. SHELLEY FABARES

9. DODY GOODMAN

13. JOANIE SOMMERS

14. MERRIE SPAETH

15. CELIA KAYE

1965 Laurel Award Winners:

TOPLINER

New Faces

1. GEORGE MAHARIS

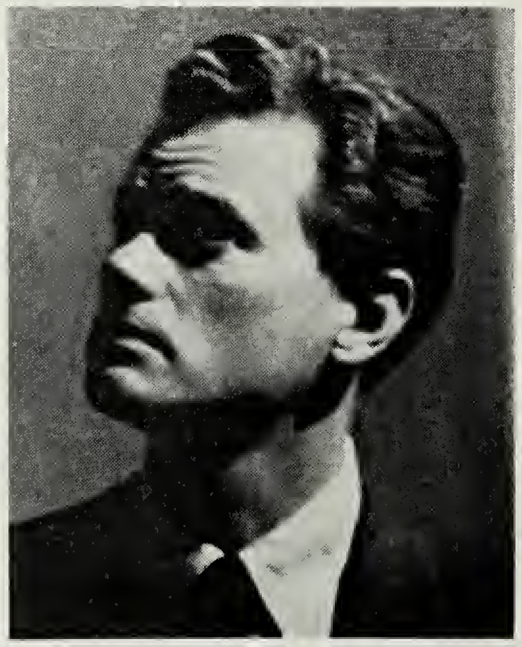
4. JAMES COBURN

5. ROBERT GOULET

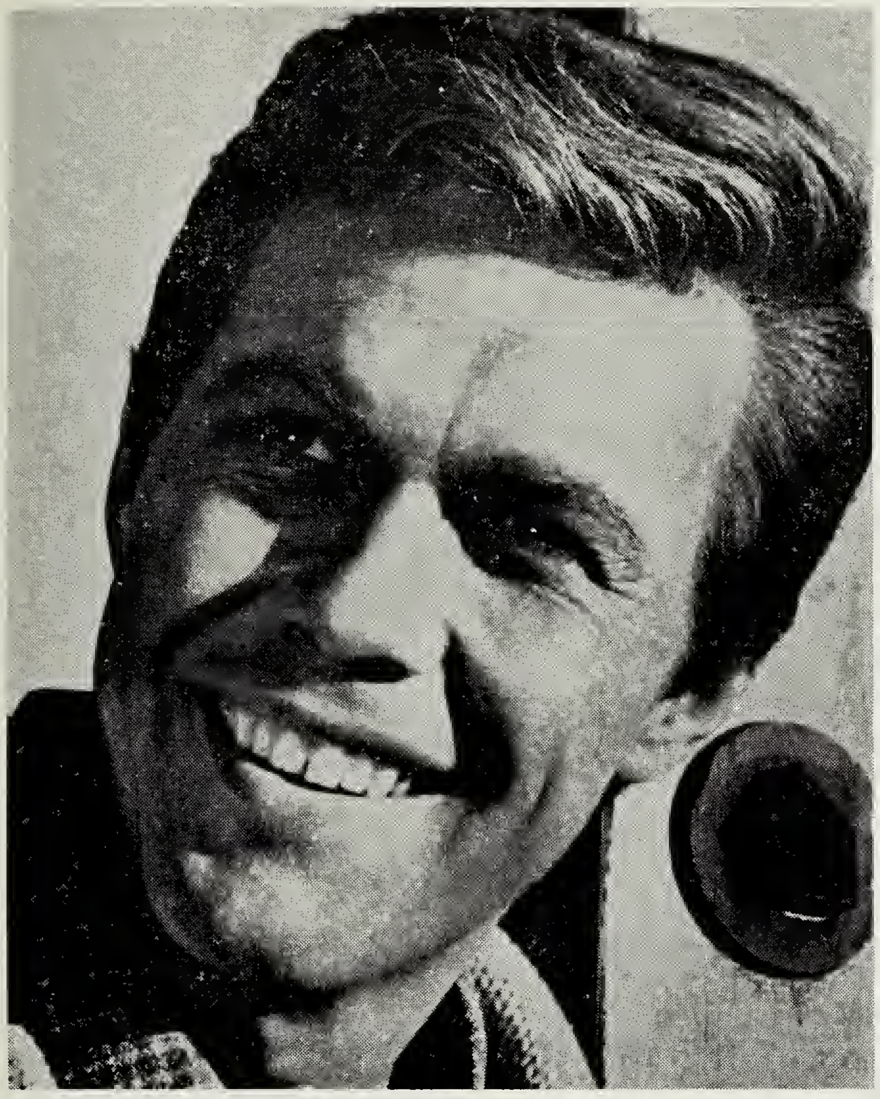
6. GEORGE SEGAL

10. ROBERT MORSE

11. LARRY HAGMAN

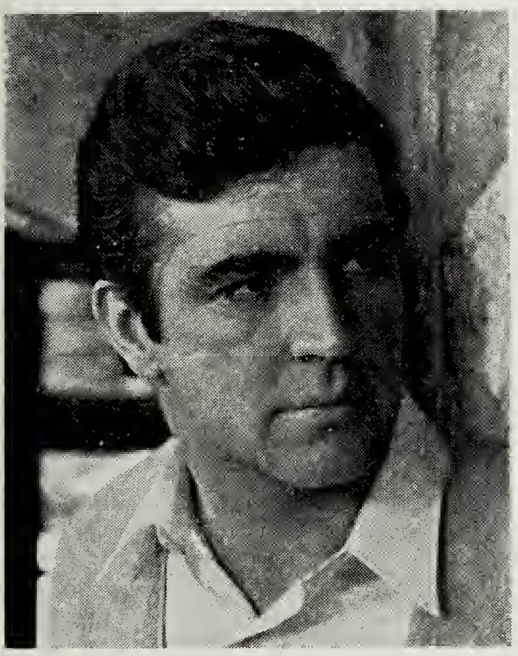


12. RICHARD CRENNA



2. HARVE PRESNELL

3. ANDY WILLIAMS

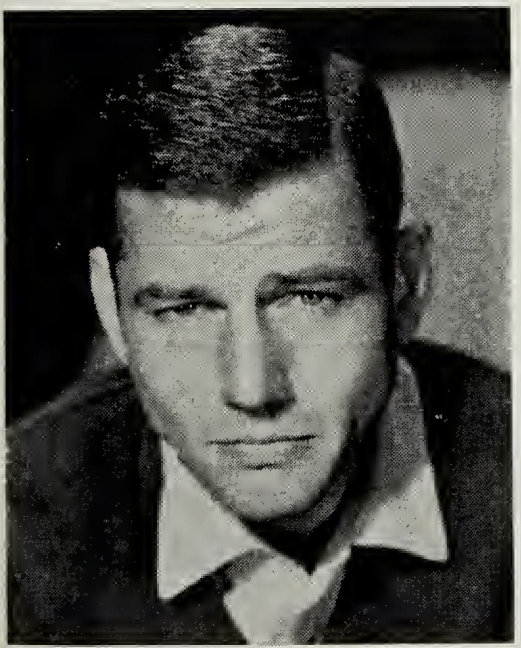


7. ALAN BATES

8. MICHAEL CONNORS

9. THE BEATLES

13. RALPH TAEGER



14. TIM CONWAY

15. JAMES FOX

TOPLINER

Music Men

1. **Andre Previn**
2. **Rich. & Robt. Sherman**
3. **Dimitri Tiomkin**
4. **Henry Mancini**
5. **Max Steiner**

Best Songs

Chim Chim Cher-ee from Buena Vista's "Mary Poppins"	**Music and lyrics by:** *Richard M. and Robert B. Sherman*
Dear Heart from the Warner Bros. picture	**Music by:** *Henry Mancini* **Lyrics by:** *Jay Livingston and Ray Evans*
Hush . . . Hush, Sweet Charlotte from the 20th-Fox picture	**Music by:** *Frank DeVol* **Lyrics by:** *Mack David*
My Kind Of Town from Warner Bros. "Robin and the Seven Hoods"	**Music by:** *James VanHeusen* **Lyrics by:** *Sammy Cahn*
Where Love Has Gone from the Para.-Embassy picture	**Music by:** *James VanHeusen* **Lyrics by:** *Sammy Cahn*

Many thanks,

HONOR BLACKMAN

EXHIBITOR
LAUREL AWARDS

1965

Thank you,

ANDY WILLIAMS

My sincere thanks,

RICHARD CRENNA

Thank you sincerely,

DICK VAN DYKE

EXHIBITOR
LAUREL AWARDS

1965

Expressing our
gratitude.
Sincerely,

MACK DAVID

and

FRANK DE VOL

EXHIBITOR
LAUREL AWARDS

1965

Our deepest gratitude,

ROBERT B. SHERMAN and RICHARD M. SHERMAN

EXHIBITOR
LAUREL AWARDS
1965

Thank you,

MAX STEINER

EXHIBITOR
LAUREL AWARDS
1965

Thank you,

MICHAEL CONNORS

STATEWIDE THEATRES

LOS ANGELES
- Baldwin
- Rio
- Manchester
- Imperial
- Southside
- Golden Gate
- Boulevard
- Center
- Leimert
- Picfair
- Triple AAA
- Brooklyn

HOLLYWOOD
- Paramount
- Century

BEVERLY HILLS
- The Beverly

WESTWOOD
- Crest

CULVER CITY
- Meralta

SANTA MONICA
- Elmiro
- Majestic

PACIFIC PALISADES
- Bay

GLENDALE
- Roxy

PASADENA
- Colorado
- Crown

MONROVIA
- Crest

COVINA
- Covina

WEST COVINA
- Capri

ANAHEIM
- Century 21

GLENDORA
- Glendora

TARZANA
- Corbin

SAN DIEGO
- Cinema 21
- Capri
- Bay
- Helix

CINEMA GROSSMONT
- Palm

CORONADO ISLAND
- Village

SAN BERNARDINO
- Crest
- Studio

BUENA PARK
- Buena Park

CORONA
- Corona

LA PUENTA
- Star

FRED STEIN
President

ROBERT STEIN
Vice President

1966 South Vermont Avenue / Los Angeles 7, California / REpublic 1-8233

1927 **Edwin E. Bathke** **1965**
President

PRESTIGE . . . What Is It?

Prestige is the highest form of compliment. Difficult to obtain—more difficult to retain. Whether an individual or a manufacturer, you become subject to envy, are copied and mimicked. You must at all times remain foremost in your field, practice extreme friendliness and with integrity so that all with whom you come in contact feel the intangible value offered.

Trophies, Medals
Jewelry, Silver
Engraving

Write For Our
Executive Gifts
Catalog

Special-order-work
of
Every Description

SOUTHERN CALIFORNIA TROPHY COMPANY

860 South Flower Street, Los Angeles, Calif. 90017 **MAdison 3-3166**

It has been a privilege and
a pleasure to take part
in bringing these well deserved
Laurel Award Honors
to our fine
Motion Picture Artisans.

William Schary
West Coast Representative

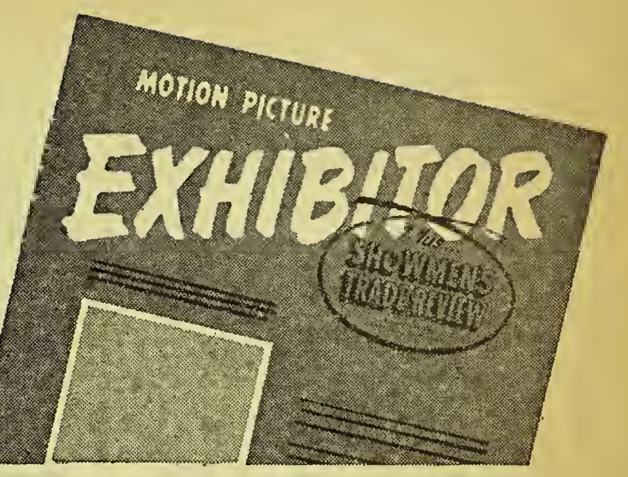
SERVISECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date, from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.



SEPTEMBER 29, 1965 SECTION TWO
VOL. 74 NO. 9

FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy
CAR—Cartoon
COMP—Compilation
D—Drama
DOC—Documentary
MD—Melodrama
MU—Musical
W—Western
NOV—Novelty
TRAV—Travelogue

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinerama
CS—CinemaScope
DC—Deluxe Color
DS—Dyaliscope
EC—Eastman Color
MC—MetroColor
PC—Pathe Color
PV—Panavisian
RE—Reissue
TC—Technicolor
TE—Technirama
TS—Techniscope
VV—VistaVision
C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and data of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

ALLIED ARTISTS DISTRIBUTED DURING THE PAST 12 MONTHS

6414 **BLOOD ON THE ARROW**—W-91m.—(DC)—Dale Robertson, Martha Hyer, Wendell Corey—5237 (12-16-64)—Old Fashioned fast moving western

FOOL KILLER, THE—D-98.—Anthony Perkins, Edward Albert, Salome Jens — 5277 (4-28-65) — Off-beat drama can use special attention—Landau

6510 **GUNMEN OF THE RIO GRANDE**—W—86m.—(WS;C)—Guy Madison, Madeline Lebeau—5321 (9-1-65)—Okay western made in Spain

6501 **MARA OF THE WILDERNESS**—D-90m.—(C)—Adam West, Linda Saunders—5293 (6-23-65)—Outdoor adventure is okay family program entry

6407 **NAKED KISS, THE**—D-92m.—Constance Towers, Anthony Eisley—5227 (11-4-64)—Fair Adult Programmer

6543 **PAWNBROKER, THE**—D-114m.—Rod Steiger, Geraldine Fitzgerald—5273 (4-14-65)—Shatteringly powerful drama heightened by superb acting—Landau

6509 **TICKLE ME**—MU-90m.—(PV; DC)—Elvis Presley, Jocelyn Lane—5293 (6-23-65)—Loads of songs and gals brighten Presley starrer

6542 **UMBRELLAS OF CHERBOURG, THE**—NOV.—90m.—(C)—Catherine Deneuvre—5243 (12-30-64)—Unusual treatment for ordinary love story—French-made; English titles—Landau

6506 **YOUNG DILLINGER**—MD-102m.—Nick Adams, Mary Ann Mobley—5277 (4-28-65)—Typical crime does not pay meller

COMING

ANKLES AWAY—Kenneth Moore
BIKINI PARADISE—(EC)—Janette Scott, Keiron Moore
BLOOD AND BLACK LACE—(TC)—Cameron Mitchell
CITY OF FEAR—Terry Moore
COUNTRY MUSIC CARAVAN—(EC;MTP70)—Ernest Tubbs
CURSE OF THE VOODOO—
ESCAPE BY NIGHT—Terence Longdon, Jennifer Jayne—English
FRANKENSTEIN MEETS THE SPACE MONSTERS—
FINGER ON THE TRIGGER—Rory Calhoun
GENTLE RAIN, THE—(C)—Christopher George
HOT SPY, COLD CORPSE—Kerwin Mathews
HUMAN DUPLICATORS—George Nader
LIFE IN DANGER, A—Derrin Nesbitt, Julie Hopkins
MAGIC WEAVER, THE—(C)—Fairy Tale
MUTINY IN OUTER SPACE—William Leslie
OPERATION C.I.A.—Burt Reynolds
OSS 117—Irina Demich, Nadia Sanders
PIE IN THE SKY—Lee Grant, Richard Bray
RACING FEVER—(C)—Joe Morrison, Barbara Bigert
TAFFY AND THE JUNGLE HUNTER—(TC)—Jacques Bergerac, Manuel Padula
TENNESSEE JAMBOREE—(EC)—Jim Reeves, Ernest Tubbs

AMERICAN INTERNATIONAL DISTRIBUTED DURING THE PAST 12 MONTHS

6417 **ATRAGON**—MD-88m.—(Calorscope)—Japanese cast—5245 (1-20-65)—Good action import for program—Japanese-made

6503 **BEACH BLANKET BINGO**—CMU-98m.—(P.V.;PC))—Frankie Avalon, Annette Funicello, Deborah Walley—5285 (5-26-65)—Teeners will enjoy latest beach bash

6410 **CONQUERED CITY**—M-91m.—David Niven, Bem Gazzara, Lea Massari—5257 (3-3-65)—Wartime meller has names to help—Filmed abroad

A13 **DIARY OF A BACHELOR**—NOV-88m.—William Traylor, Dagne Crane—5217 (10-7-64)—Fair sexploitation entry

412 **GODZILLA VS THE THING**—FAN-90m.—(Colorscope; PC)—Japanese cast—5213 (9-23-64)—Japanese fairy tale of monsters aimed at juveniles—Japanese-made; dubbed in English

6506 **GO GO MANIA**—MU-70m.—(TS;TC)—The Beatles, The Animals, Hermans Hermits—5285 (5-26-65)—Musical strictly for teens —English made

6509 **HOW TO STUFF A WILD BIKINI**—CC-93m.—(PV; PC)—Annette Funicello, Dwayne Hickman, Brian Donlevy—5301 (7-21-65)—Another wild entry for younger set

403 **LAST MAN ON EARTH, THE**—MD-86m.—Vincent Price—5241 (12-30-64)—Fascinating horror entry—Italian-made

6501 **LOST WORLD OF SINBAD, THE**—MD-90m.—(C; Wide Screen)—Toshiro Mifune—5261 (3-17-65)—Fair import has potential —Japanese-made; dubbed in English

6411 **OPERATION SNAFU**—C-93m.—Alfred Lynch, Sean Connery, Ann Beach—5257 (3-3-65)—Cute British service comedy—English-made

416 **PAJAMA PARTY**—CMU—83m.—(PV; PC)—Tommy Kirk, Annette Funicello, Elsa Lanchester—5229 (11-18-64)—Good for teens and family crowd

6510 **SERGEANT DEADHEAD**—CMU—90m.—(PV; PC)—Frankie Avalon, Deborah Walley, Fred Clark—5309 (8-18-65)—Cute teen comedy has angles to help

6508 **SKI PARTY**—MUC-90m.—(PV; PC)—Frankie Avalon, Deborah Walley, Dwayne Hickman—5293 (6-23-65)—Another gem for teen-agers

6505 **SWINGERS' PARADISE**—C-83m.—(TC; TS)—Cliff Richard, Susan Hampshire—5305 (8-4-65)—Fair comedy for program—English-made

6416 **TABOOS OF THE WORLD**—DOC. 97m.—(C)—Narration by by Vincent Price—5273 (4-14-65)—Outstanding, at times shocking, novelty

407 **TIME TRAVELERS, THE**—SFD-82m.—(C)—Preston Foster, Merry Anders—5225 (11-4-64)—Good science fiction entry

6419 **TOMB OF LIGEIA**—MD-81m.—(PC; PV)—Vincent Price Elizabeth Shepherd—5253 (2-17-65)—Good horror entry—English-made

404 **UNEARTHLY STRANGER**—MD-68m.—John Neville—5241 (12-30-64)—Original sci-fi entry is well done—English-made

408 **VOYAGE TO THE END OF THE UNIVERSE**—D-81m.—Dennis Stephans—5213 (9-23-64)—Science fiction programmer

6504 **WAR-GODS OF THE DEEP**—MD-85m.—(Colorscope)—Vincent Price, Tab Hunter, Susan Hart—5293 (6-23-65)—Good programmer

. . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

A

Across The River		Misc.
Adventures Of Scaramouche	A2	Emb
• Alfie		Par.
• After The Fox		UA
• Apache Uprising		Par.
Agent 8¾	A3	Cont.
Agony And The Ecstasy, The	A2	Fox
• Alphabet Murders, The	—	MGM
• Alvarez Kelly		Col.
Americanization of Emily, The	B	MGM
Amorous Adventure Of Moll Flanders	B	Par.
• And Now Miguel		U
And So To Bed		For.
Andy	A3	U

PLEASE NOTE . . .

This SERVISECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF

Apache Gold		AA
• Ankles Away	A1	Col.
Apache Rifles	A1	Fox
• Arabesque		U
Arizona Raiders, The	A2	Col.
• Around the World Under the Sea		MGM
Art of Love	A2	U
Atragon	A1	AI
Awful Dr. Orlof, The		For.

B

Baby, The Rain Must Fall	A2	Col.
Back Door To Hell	A2	Fox
Bambole	C	For.
Banana Peel	A3	For.
• Bang! You're Dead		AI
• Battle of the Bulge		WB
Battle of Illa Florita, The	A3	WB
• Beach Ball	B	Par.
Beach Blanket Bingo	A2	AI
Bebo's Girl	A3	Cont.
• Bedford Incident, The		Col.
Before the Revolution		For.
• Big Hand for the Little Lady, A		WB
• Bikini Paradise		AA
Billie		UA
• Billy The Kid Vs Dracula		EMB
Black Spurs	A2	Par.
Black Torment, The		For.
• Blindfold		U
• Blood And Black Lace	B	AA
Blood On The Arrow	A2	AA
• Blue Max, The		Fox
• Boeing—Boeing		Par.
• Born Free		Col.
Bounty Killer, The		EMB
Boy Ten Feet Tall, A	A1	Par.
Brain, The		For.
Brainstorm	A3	WB
Breakfast at Tiffany's-Re	A3	Par.
• Brigand of Kandahar, The	A2	Col.
• Buddha	A3	Misc.
• Bullwhip Griffin		BV
• Bunny Lake Is Missing		Col.
Bus Riley's Back In Town	A3	U
Bus, The		Misc.

C

• Cabriola		Col.
Caddy, The-Re	A1	Par.
Caressed		For.
Carry On Spying		For.
Casablan		For.
Casanova '70	B	Emb.
• Cast A Giant Shadow		UA
• Cat, The		EMB
• Centurions, The		Col.
Cat Ballou	A2	Col.
• Chase, The		Col.
Cheyenne Autumn	A1	WB
• Chinese Adventures In China		UA
• Cincinnati Kid, The	B	MGM
Circle of Love	C	Cont.
• City In The Sea		AI
• City Of Fear	B	AA
Clarence The Cross-Eyed Lion	A1	MGM
Code 7, Victim 5	A3	Col.
Collector, The	A4	Col.
• Convict Stage	A2	Fox
Conquered City	A1	A-I
Contempt	C	Emb.
Cool World, The	A4	Misc.
• Country Music Caravan		AA
Crack In The World	A2	Par.
• Crack Of The Whip		WB
Crazy Paradise		For.
Curse Of The Fly, The	A2	Fox
Curse of the Mummy's Tomb, The	A2	Col.
Curse of The Stone Hand		Misc.
• Curse of the Voodoo		AA

D

Dark Intruder	A2	U
Darling	A4	Emb.
• Daydreamer, The		Emb.
Dear Bridget	A1	Fox
Dear Heart	A3	WB
Devils of Darkness	B	Fox
Diary Of A Bachelor	B	AI
Diary of a Chambermaid, The	B	For.
Die, Die, My Darling	A3	Col.
• Die, Monster, Die		A-I
Dingaka	A3	Emb.
Disorderly Orderly, The	A1	Par.
• Do Not Disturb		Fox
• Dr. Goldfoot And The Bikini Machine		AI
Dr. Terror's House Of Horrors	A2	Par.
• Doctor Zhivago		MGM
• Don't Worry, We'll Think Of A Title		UA

E

Earth Dies Screaming, The	A1	Fox
East Of Sudan	A1	Col.
Eleanor Roosevelt Story, The		Misc.
• El Greco		Fox
Emil And The Detectives	A1	BV
• Escape By Night	A2	AA
Eva	B	For.
Eye Of The Needle, The		For.

6502 **WAR OF THE ZOMBIES, THE**—MD-85m.—(C; S)—John Drew Barrymore, Susi Andersen—5281 (5-12-65)—Another Italian spectacle for the program—Italian-made; dubbed in English

TO BE REVIEWED

BANG! YOU'RE DEAD—Brett Halsey, Pier Angeli, Dana Andrews
DIE, MONSTER, DIE—(C;S)—Boris Karloff
DR. GOLDFOOT AND THE BIKINI MACHINE—(PV; C)—Vincent Price, Frankie Avalon
FRANKENSTEIN MEETS THE GIANT DEVIL FISH—Nick Adams
PLANET OF THE VAMPIRES, THE—(TC); S)—Barry Sullivan, Susan Hart

BUENA VISTA

DISTRIBUTED DURING THE PAST 12 MONTHS

160 **EMIL AND THE DETECTIVES**—C-99m.—(TC)—Walter Slezak, Bryan Russell—5221 (10-21-64)—Engaging Disney comedy for family and young viewers in particular—Filmed in Germany
MONKEY'S UNCLE, THE—C-87m.—(TC)—Tommy Kirk, Annette, Leon Ames—5305 (8-4-65)—Fair Disney family-type comedy
158 **SO DEAR TO MY HEART**—CD-82m.—(TC)—Burl Ives, Luana Patton, Bobby Driscoll—5217 (10-7-64)—Reissue has world of selling opportunities—Reissue
TATTOOED POLICE HORSE, THE—D-48m.—(TC)—Sandy Sanders, Shirley Skiles—5225 (11-4-64)—Interesting featurette
THAT DARN CAT—C-116m.—(TC)—Hayley Mills, Dean Jones—5325 (9-22-65)—Attractive Disney entry for whole family
THOSE CALLOWAYS—D—131m.—(TC)—Brian Keith, Vera Miles, Brandon de Wilde—5229 (11-18-64)—Interesting outdoor drama could use a bit of editing

TO BE REVIEWED

BULLWHIP GRIFFIN—(TC)—Suzanne Pleshette, Karl Malden, Roddy McDowall
FIGHTING PRINCE OF DONEGAL, THE—(TC)—Peter McEnery, Susan Hampshire—English-made
FOLLOW ME, BOYS—(TC)—Fred MacMurray, Vera Miles, Charlie Ruggles
JUNGLE BOOK, THE—(TC)—Cartoon Feature
LT. ROBIN CRUSOE, U.S.N.—(TC)—Dick Van Dyke, Nancy Kwan
UGLY DACHSHUND, THE—(TC)—Dean Jones, Suzanne Pleshette

COLUMBIA

DISTRIBUTED DURING THE PAST 12 MONTHS

APACHE GOLD—W—91m.—(CS; EC)—Lex Barker, Marie Versini—5321 (9-1-65)—Okay lower half western—Filmed abroad; dubbed into English
ARIZONA RAIDERS—W-88m.—(TC; TS)—Audie Murphy, Gloria Talbott—5305 (8-4-65)—Good western entry with color added
65015 **BABY, THE RAIN MUST FALL**—D-100m.—Lee Remick, Steve McQueen—5245 (1-20-65)—Good drama suffers from some slow spots
65026 **CAT BALLOU**—CW-96m.—(C)—Jane Fonda, Lee Marvin, Michael Callan—5281 (5-12-65)—Off-beat western is cute and comic
65011 **CODE 7, VICTIM 5**—MD—88m.—(TS; TC)—Lex Barker, Ann Smyrner—5229 (11-18-64)—Good program entry—Filmed in South Africa
COLLECTOR, THE—D-119m.—(TC)—Terence Stamp, Samantha Eggar—5285 (5-26-65)—Intriguing, off-beat drama
65009 **CURSE OF THE MUMMY'S TOMB, THE**—MD-81m.—(TS; TC)—Terence Morgan—5249 (2-3-65)—Exploitable horror entry—English-made
65020 **DIE, DIE, MY DARLING**—MD-97m.—(EC)—Tallulah Bankhead, Stefanie Powers, Maurice Kaufman—5273 (4-14-65)—Good suspense shocker for horror fans—English-made
65013 **EAST OF SUNDAN**—MD-84m.—(TS; TC)—Anthony Quale, Sylvia Syns—5253 (2-17-65)—Well made escape yarn has Kipling flavor—English-made
65005 **FAIL SAFE**—D-111m.—Henry Fonda, Don O'Herlihy—5213 (9-23-64)—Shattering topical drama deserves widest audience
65008 **FINEST HOURS, THE**—DOC.-114m.—(C)—Narrated by Orson Welles—5217 (10-7-64)—Highly interesting documentary on Sir Winston Churchill ranks with best—English-made
65012 **FIRST MEN IN THE MOON**—MD-103m.—(PV; Lunacolor)—Edward Judd, Lionel Jeffries, Martha Hyer—5221 (10-21-64)—Good science fiction entry—Filmed in England
66002 **GENGHIS KHAN**—MD-124m.—(PV; TC) Omar Sharif, Stephen Boyd, James Mason, Francoise Dorleac—5277 (4-28-65)—Impressive adventure entry—Filmed abroad
65010 **GORGON, THE**—MD-83m.—(EC)—Peter Cushing, Christopher Lee—5249 (2-3-65)—Okay horror entry—English-made
HARVEY MIDDLEMAN, FIREMAN—C-75m.—(C)—Gene Troobnick, Hermione Gingold—5301 (7-21-65)—Simple, amusing offering has satiric bite
65006 **LILITH**—D-114m.—Warren Beatty, Jean Seberg, Peter Fonda, Kim Hunter—5213 (9-23-64)—Sensuous, brooding drama of mental turmoil
LITTLE ONES, THE—MD—66m.—Carl Gonzales, Kim Smith—5325 (9-22-65)—Good programmer-English-made
66001 **LORD JIM**—D-154m.—(Super Panavision 70; (TC)—Peter O'Toole, James Mason, Curt Jurgens, Dallah Lavi—5257 (3-3-65)—Conrad novel makes for fascinating adventure—Filmed abroad
65017 **LOVE HAS MANY FACES**—D-105m.—(EC)—Lana Turner, Cliff Robertson, Hugh O'Brian—5253 (2-17-65)—Highly lavish tale for the ladies
65018 **MAJOR DUNDEE**—MD-124m.—(PV; EC)—Charlton Heston, Richard Harris, Senta Berger—5261 (3-17-65)—Entertaining, action-packed chase film
65016 **OUTLAWS IS COMING, THE**—C-89m.—Three Stooges, Nancy Kovack—5245 (1-20-65)—Okay entry for kiddie and family trade
THESE ARE THE DAMNED—D-77m.—(Hammerscope)—Macdonald Carey, Shirley Anne Field, Viveca Lindfors—5301 (7-21-65)—Adequate supporting fare—English-made
66004 **SHIP OF FOOLS**—D—150m.—Vivien Leigh, Simone Signoret, Jose Ferrer—5281 (5-12-65)—A shipload of strangers on a voyage provides interesting film fare .
65021 **SYNANON**—D-107m.—Edmond O'Brien, Chuck Connors, Stella Stevens, Alex Cord—5282 (5-12-65)—Gripping, well-made drama on effort to aid drug addicts
TREASURE OF SILVER LAKE—W—82m.—(CS; EC)—Lex Barker, Karin Dor—5321 (9-1-65)—Fair western—Filmed abroad
65014 **WORLD WITHOUT SUN**—DOC-93m.—(C)—Produced by Jacques-Yves Cousteau—5241 (12-30-64)—Fairly interesting under-sea documentary

COMING

ALVAREZ KELLY—(PV; C)—William Holden, Richard Widmark, Janice Rule
BUNNY LAKE IS MISSING—(PV)—Laurence Olivier Carol Linley—English-made
BEDFORD INCIDENT, THE—Richard Widmark, Sidney Poitier, James MacArthur
BORN FREE—(PV; C)—Bill Travers, Virginia McKenna
BRIGAND OF KANDAHAR, THE—(C)—Ronald Lewis, Yvonne Romain, Oliver Reed
CABRIOLA—(C)—Marisol, Angel Peralta—Spanish-made
CENTURIONS, THE—(PV; C)—Anthony Quinn, Claudia Cardinale
CHASE, THE—(PV; C)—Marlon Brando, Jane Fonda
FOG—(EC)—John Neville, Donald Houston—English-made
FRONTIER HELLCAT—(CS; C)—Elke Sommer, Stewart Granger
GREAT SIOUX MASSACRE, THE—Joseph Cotten
HEROES OF TELEMARK—(PV; C)—Kirk Douglas, Richard Harris
KING RAT—George Segal. Tom Courtenay, James Fox
LAST OF THE RENEGADES—(CSiC)—Lex Barker
LIFE AT THE TOP—Laurence Harvey, Jean Simmons—English-made
LITTLE PRINCE AND THE EIGHT-HEADED DRAGON, THE—(S; C)—Japanese-Made Feature Cartoon
MAGIC WORLD OF TOPO GIGIO, THE—(C)—The Italian Mouse
MICKEY ONE—Warren Beatty, Hurd Hatfield, Alexandria Stewart
MOTHER SUPERIOR—(C)—Rosalind Russell, Hayley Mills, Binnie Barnes
NIGHT OF THE TIGER, THE—(C)—Chuck Connors
PLAYBOY—(C)—Tony Curtis
SILENCERS, THE—(PV; C)—Dean Martin, Stella Stevens
WINTER A-GO-GO—James Stacy, Jill Donohue
WRONG BOX, THE—(C)—John Mills, Ralph Richardson—English-made
YOU MUST BE JOKING—Michael Callan, Terry-Thomas-English-made

CONTINENTAL (WALTER READE-STERLING, INC.)

AGENT 8¾—C-98m.—(C)—Dirk Bogarde, Sylva Koscina—5301 (7-21-65)—Amusing espionage entry—English-made
BEBO'S GIRL—D-94m.—Claudia Cardinale, George Chakiris—5237 (12-16-64)—Fair import—Italian-made; English titles
CIRCLE OF LOVE—D-105m.—(EC)—Jane Fonda, Maurice Ronet, Catherine Spaak—5269 (3-31-65)—Affairs of the bedroom best suited for adult art and exploitation spots—Filmed abroad; dubbed in English
LOVE GODDESSES, THE—COMP.-82m.—Stars of yesteryear—525B (3-3-65)—Exploitable, moderately successful compilation of film clips
LUCK OF GINGER COFFEY, THE—D-100m.—Robert Shaw, Mary Ure—5217 (10-7-64)—Good entry for art and specialty spots—Filmed in Canada
MEDITERRANEAN HOLIDAY—TRAV-128m.—(CS; TC)—Narration by Burl Ives—5221 (10-21-64)—Excellent travelogue
RATTLE OF A SIMPLE MAN—CD-96m.—Harry H. Corbett, Diane Cilento—5237 (12-16-64)—Good entry for adult art house audiences—English-made
SLAVE TRADE IN THE WORLD TODAY—DOC.-86m.—(EC)—Produced by Meleno Malenotti—5233 (12-3-64)—Interesting documentary—Filmed abroad

COMING

OMICRON—Renato Salvatori
TIME OF INDIFFERENCE—Claudia Cardinale, Shelley Winters, Rod Steiger
WORLD'S GREATEST SWINDLES—International Cast

EMBASSY

ADVENTURES OF SCARAMOUCHE, THE—MD-98m.—(C)—Gerard Barray, Gianna Maria Canale—5233 (12-3-64)—Okay swashbuckler for the program—French-Italian made; dubbed in English
BOUNTY KILLER, THE—W-92m.—(TC; Techniscope)—Dan Duryea, Rod Cameron, Audrey Dalton—5294 (6-23-65)—Okay western program
CASANOVA '70—C-113m.—(C)—Marcello Mastroianni, Virna Lisi—5305 (8-4-65)—Fun and romance Italian style Italian-made; English titles.
CONTEMPT—D-99m.—(C-FS)—Brigitte Bardot, Jack Palance, Michel Piccoli—5218 (10-7-64)—Uneven effort has highbrow appeal, Bardot name—French-made
DARLING—D—122m.—Laurence Harvey, Dirk Bogarde, Julie Christie—5309 (8-18-65)—Intriguing entry for adults—English-made
DINGAKA—MD-98m.—(C)—Stanley Baker, Juliet Prowse—5285 (5-26-65)—Off beat tale of African native's search for vengeance is okay programmer—Filmed abroad
FASCIST, THE—CD-102m.—Ugo Tognazzi, Georges Wilson—5297 (7-7-65)—Amusing tale of ironies of war—Italian-made; English titles
IL SUCCESSO—D-103m.—Vittorio Gassman, Anouk Aimee—5286 (5-26-65)—Interesting import—Italian-made; English titles
KIMBERLEY JIM—D-82m.—(WS; C)—Jim Reeves, Madeleine Usher—5278 (4-28-65)—Pleasant programmer—Filmed abroad
LET'S TALK ABOUT WOMEN—CD-109m.—Vittorio Gassman—5218 (10-7-64)—Title reveals all and men should like what they see—Italian-made; English titles
LITTLE NUNS, THE—CD—101m.—Catherine Spaak, Didi Perego, Umberto D'Orsi—5324 (9-22-65)—Cute offering for program—Filmed abroad; dubbed in English
MARRIAGE ITALIAN STYLE—D-102m.—(EC)—Sophia Loren, Marcello Mastroianni—5241 (12-30-64)—Interesting import with potent names—Italian-made; English titles
ONLY ONE NEW YORK—DOC.-75m.—Narrated by Norman Rose—5218 (10-7-64)—Absorbing, well-made documentary
REQUIEM FOR A GUNFIGHTER—W-91m.—(TS; TC)—Rod Cameron, Stephen McNally—5297 (7-7-65)—Fair western
SANTA CLAUS CONQUERS THE MARTIANS—FAN—80m.—(EC)—Leonard Hicks, John Call—5230 (11-18-64)—Cute seasonal entry for the kiddies
SEASIDE SWINGERS—CMU-94m.—(CS; TC)—John Leyton, Mike Sarne, Freddie and the Dreamers—5289 (6-9-65)—Amusing programmer aimed at teens—English-made
SECRET OF MAGIC ISLAND, THE—NOV-63m.—(EC)—Narration by Philip Tonken—5278 (4-28-65)—Cute bit of fluff strictly for kiddies—French-made
THREE PENNY OPERA—MU-83m.—(EC)—Curt Jurgens, Hildegarde Neff, Sammy Davis Jr.—5237 (12-16-64)—Mediocre film of famous stage offering—German-made; dubbed in English

COMING

BILLY THE KID VS DRACULA—(C)—John Carradine, Chuck Courtney
CAT, THE—(WS; C)—Dwayne Redland, Peggy Ann Gardner
DAYDREAMER, THE—(Live Action and Animagic)—Jack Gilford
GITI—(WS; TC)—Jack Chaplain, Heather North
ITALIANO BRAVA GENTE—Arthur Kennedy, Peter Falk
OSCAR, THE—(WS; C)—Stephen Boyd, Elke Sommer, Milton Berle
PARANOIA—Marcello Mastroianni, Catherine Speak
TENTH VICTIM, THE—Marcello Mastroianni, Ursula Andress, Elsa Martinelli
TRAMPLERS, THE—(CS; EC)—Gordon Scott, Joseph Cotten
VILLAGE OF THE GIANTS—(EC)—Tommy Kirk, Charla Doherty

MGM DISTRIBUTED DURING THE PAST 12 MONTHS

508 AMERICANIZATION OF EMILY, THE—CD-115m.—James Garner, Julie Andrews, Melvyn Douglas—5225 (11-4-64)—Solid entertainment for adult audiences
6519 CLARENCE, THE CROSS-EYED LION—C-98m.—(MC)—Marshall Thompson, Betsy Drake—5254 (2-17-65)—Whimsical farce is fine family offering
512 GET YOURSELF A COLLEGE GIRL—CMU-86m.—(MC)—Mary Ann Mobley, Chad Everett. Willard Waterman—5233 (12-3-64)—Watusi dance fling for teenagers
6518 GIRL HAPPY—CMU-96m.—(PV; MC)—Elvis Presley, Shelley Fabares—5246 (1-20-65)—Okay Presley entry
GREAT SPY MISSION, THE—See Operation Crossbow
GREED IN THE SUN—MD—112m.—(CS)—Jean-Paul Belmondo, Andrea Parisy—5325 (9-22-65)—Neat adventure import—French-made; Enylish titles
6522 GUNFIGHTERS OF CASA GRANDE—W-92m.—(CS;MC)—Alex Nicol, Diana Lorys—5274 (4-14-65) Big scale western lacking in names—Filmed abroad
6521 HERCULES, SAMSON AND ULYSSES—MD-85m.—(EC)—Kirk Morris, Richard Lloyd—5282 (5-12-65)—Italian-made spectacle with legendary heroes—Italian-made; dubbed in English
6523 HYSTERIA—MD-86m.—Robert Webber, Lelia Goldoni—5269 (3-31-65)—Muddled meller for program—English-made
6524 JOY IN THE MORNING—D-103m.—(MC)—Richard Chamberlain, Yvette Mimieux—5261 (3-17-65)—Romantic drama should have strong appeal for young adults
506 JOY HOUSE—MD-98m.—(Franscope)—Jane Fonda, Lola Albright, Alain Delon—5225 (11-4-64)—Okay adult programmer—Made in France
LAUREL AND HARDY'S LAUGHING '20's—COMP—91m.—Laurel and Hardy—5309 (8-18-65)—Nostalgic Robert Youngson compilation of old comedies provides laughs
515 LILI—D-81m.—(TC)—Leslie Caron, Mel Ferrer, Jean Pierre Aumont—5226 (11-4-64)—Reissue of high rating romantic drama for class and art spots—Reissue
6511 MURDER AHOY—CMD-93m.—Margaret Rutherford, Lionel Jeffries—5214 (9-23-64)—Agatha Christie and Margaret Rutherford 'ave a go at murder again—English-made
6504 OF HUMAN BONDAGE—D-98m.—Kim Novak, Laurence Harvey—5214 (9-23-64)—Remake of Maugham classic aided by names—Made in England
6602 ONCE A THIEF—MD—107m.—(PV)—Alain Delon, Ann-Margret, Van Heflin—5321 (9-1-65)—Effective tale of a loser
6529 OPERATION CROSSBOW (THE GREAT SPY MISSION)—D-116m.—(PV, MC)—Sophia Loren, George Peppared, Trevor Howard—5274 (4-14-65)—Well-made, exciting tale of espionage in war
6507 OUTRAGE, THE—97m.—(PV)—Paul Newman, Claire Bloom, Laurence Harvey—5219—(10-7-64)—Top cast adds interest to "search for truth" drama
6502 QUO VADIS—HISD-168m.—(TC)—Robert Taylor, Deborah Kerr—5214 (9-23-64)—Topnotch epic reissue—Filmed in Italy
6514 QUICK BEFORE IT MELTS—C-98m.—(PV; MC)—George Maharis, Anjanette Comer, Robert Morse—5238 (12-16-64)—Amusing comedy
6516 ROUNDERS, THE—C-85m.—(PV; MC)—Glenn Ford, Henry Fonda—5246 (1-20-65)—Adult western horse story
6520 SANDOKAN THE GREAT—MD-110m.—(TS; TC)—Steve Reeves—5274 (4-14-65)—Action packed jungle adventure—Italian-made; dubbed in English
SANDPIPER, THE—D-116m.—(PV; MC)—Elizabeth Taylor, Richard Burton—5297 (7-7-65)—Lush Taylor-Burton love story is boxoffice natural
6526 SHE—MD-106m.—(CS; TC)—Ursula Andress, John Richardson—5274 (4-14-65)—Large scale film version of famous novel is exploitable—English-made
6515 SIGNPOST TO MURDER—D-79m.—(PV)—Stuart Whitman, Joanne Woodward—5238 (12-16-64)—Bizarre whodunit for program—English-made
513 36 HOURS—D-115m.—(PV)—James Garner, Rod Taylor, Eva Marie Saint—5233 (12-3-64)—Interesting drama
VICE AND VIRTUE—MD—103m.—Annie Girardot, Catherine Deneuve, Robert Hossein—5262 (3-17-65)—Nazis in occupied France subject of strong Roger Vadim film—French-made; dubbed in English
YELLOW ROLLS-ROYCE, THE—122m.—(MC; PV)—Rex Harrison Shirley MacLaine, Ingrid Bergman, Omar Shariff—5246 (1-20-65)—Names should make this episodic offering a boxoffice natural—English-made
6517 YOUNG CASSIDY—D-110m.—(TC)—Rod Taylor, Flora Robson—5258 (3-3-65)—Fine drama for discriminating audiences—Made in England
505 YOUNG LOVERS, THE—D-108m.—Peter Fonda, Sharon Hugueny, Nick Adams—5222 (10-21-64)—Adult drama of college love should attract.
509 YOUR CHEATIN' HEART—MUd-99m.—(PV)—George Hamilton, Susan Oliver, Red Buttons—5222 (10-21-64)—Country music entry is fair programmer
6525 ZEBRA IN THE KITCHEN—CD-93m.—(MC)—Jay North, Martin Milner, Joyce Meadows—5262 (3-17-65)—Okay family picture especially for kid matinees

COMING

ALPHABET MURDERS, THE—Tony Randall, Anita Ekberg—English-made
AROUND THE WORLD UNDER THE SEA—(Panavision 65, MC)—Lloyd Bridges, Brian Kelly, Shirley Eaton
CINCINNATI KID, THE—(MC)—Steve McQueen, Tuesday Weld, Ann-Margret
DOCTOR ZHIVAGO—(PV; MC)—Omar Sharif, Rita Tushingham, Tom Courtenay, Alec Guinness
GLASS BOTTOM BOAT, THE—(PV, MC)—Doris Day, Rod Taylor
HARUM SCARUM—(PV; MC)—Elvis Presley, Mary Ann Mobley
HILL, THE—Sean Connery, Michael Redgrave
HOTEL PARADISO—(PV; C)—Alec Guinness, Gina Lollobrigida
LIQUIDATOR, THE—(PV; MC)—Rod Taylor, Trevor Howard, Jill St. John—English-made
LADY L—(PV)—Sophia Loren, Paul Newman, David Niven

F

Face of the Screaming Werewolf		Misc.
Fail Safe	A2	Col.
Family Jewels, The	A1	Par.
•Fanny Hill		For.
•Fantastic Voyage		Fox
Fascist, The		EMB.
Fate Is The Hunter	A1	Fox
Father Goose	A1	U
Ferry Cross The Mercey	A1	UA
•Fighting Prince of Donegal, The.		BV
•Finger On The Trigger		AA
•Fine Madness, A		WB
Finest Hours, The	A1	Col.
First Men In The Moon	A1	Col.
Flesh Eaters, The		Misc.
•Flight Of The Phoenix, The		Fox
Flower Drum Song-Re	A2	U
Fluffy	A1	U
•Fog		Col.
•Follow Me, Boys		BV
Fool Killer, The A2		AA-Landau
Fort Courageous	B	Fox
Four Days In November	A1	UA
•Frankentstein Meets The Giant Devil Fish		A-I
•Frankenstein Meets the Space Monsters		AA
•Frankie and Johnny		UA
•Frontier Hellcat		Col.
•Funny Thing Happened On The Way To The Forum, A		UA

G

Genghis Khan	A3	Col.
•Gentle Rain, The		AA
Get Yourself A College Girl ...	B	MGM
•Ghost And Mr. Chicken, The ...		U
Girl Happy	B	MGM
Girls On The Beach	B	Par.
•Giti	A1	EMB
•Glass Bottom Boat, The		MGM
Glory Guys, The	A2	UA
Go-Go Big Beat		For.
Go Go Mania	A1	A-I
Godzilla Vs The Thing	A1	AI
Goldfinger	A3	UA
Goodbye Charlie	A3	Fox
Gorgon, The	A2	Col.
Great Race, The	A1	WB
•Great Sioux Massacre, The	A2	Col.
Greatest Story Ever Told, The....	A1	UA
Greed In The Sun	A3	MGM
•Group, The		UA
Great Spy Mission, The (See Operation Crossbow)		MGM
Guide, The	A3	For.
Gunfighters, At Casa Grande	A2	MGM
Gunmen Of The Rio Grande ..		AA
•Gunpoint		U
Guns Of August	A1	U

H

Hallelujah Trail, The	A1	UA
Hamlet	A1	WB
•Harum Scarum		MGM
Harlow	B	Misc.
Harlow	A3	Par.
Harvey Middleman, Fireman	A2	Col.
Having A Wild Weekend	A3	WB
•Hawaii		UA
Help!	A1	UA
Hercules, Samson and Ulysses ..	A1	MGM
Hercules vs The Giant Warriors		For.
•Heroes Of Telemark		Col.
High Infidelity	C	For.
High Wind In Jamaica, A	A2	Fox
•Hill, The		MGM
Horrible Dr. Hichcock, The		For.
Horror Of It All, The	A2	Fox
•Hot Spy, Cold Corpse		AA
•Hotel Paradiso		MGM
Hours Of Love, The		For.
How To Murder Your Wife	A3	UA
•How To Steal A Million Dollars And Live Happily Ever After ...		Fox
How To Stuff A Wild Bikini	B	A-I
•Human Duplicators		AA
Hush, Hush, Sweet Charlotte ...	A3	Fox
Hysteria	A3	MGM

I

•Idol, The		Par.
I Saw What You Did	A3	U
I'll Take Sweden	B	UA
Il Successo	A3	EMB
Image Of Love	C	Misc.
Imitation Of Life-Re	A3	U
• Incident At Phantom Hill, The..	A1	U
In Harm's Way	B	Par.
Inheritance, The		Misc.
•Inside Daisy Clover		WB
•Italiano Brava Gente		EMB
Invitation To a Gunfighter	A3	UA
Ipcress File, The	A2	U
•Is Paris Burning?		Par.

J

John Goldfarb, Please Come Home	B	Fox

Joy House	B	MGM
Joy In The Morning	A3	MGM
• Judith		BV
• Jungle Book, The		Par.

K

• Khartoum		UA
• Kid Rodelo		Par.
Kimberley Jim	A2	Emb.
King Rat		Col.
Kiss Me, Stupid	C	Misc.
Kitten With A Whip	B	U
Knack, The	A4	UA

L

• La Boheme		WB
• Lady L		MGM
Last Man On Earth, The	A2	AI
• Last of the Renegades		Col.
Last Woman of Shang, The		For
Laurel and Hardy's Laughing 20's	AI	MGM
Let's Talk About Women	C	Emb.
• Lt. Robin Crusoe, U.S.N.		BV
• Life At The Top		Col.
• Life In Danger, A	A2	AA
Life Upside Down		For.
Lili-RE	A2	MGM
Lilith	A4	Col.
• Liquidator, The		MGM
Little Nuns, The	AI	Emb.
Little Ones, The		Col.
• Little Prince And The Eight-Headed Dragon, The		Col.
Living Between Two Worlds		Misc.
Living It Up-Re	AI	Par.
Lord Jim	A2	Col.
• Lord Love A Duck		UA
Lost World Of Sinbad	B	A-I
Love And Kisses	A2	U
Love A La Carte	A4	For.
Love Goddesses	C	Cont.
Love Has Many Faces	B	Col.
• Loved One, The	B	MGM
Luck Of Ginger Coffey, The	A3	Cont.

M

• Mad Executioneers, The		Par.
Mme Olga's Massage Parlor		Misc
Madame X		U
• Made In Paris		MGM
Maedchen In Uniform		For.
Magic Weaver, The		AA
• Magic World of Topo Gigio, The	AI	Col.
Major Dundee	A2	Col.
Male Hunt	B	For.
• Man Could Get Killed, A		U
Man From Button Willow, The	AI	Misc.
Man In The Dark	A3	U
Man Who Couldn't Walk, The		For.
Mara Of The Wilderness	AI	AA
Marriage-Italian Style	A4	Emb.
Marriage On The Rocks		WB
Married Woman, The		For.
Masquerade	A2	UA
• Maya		MGM
McHale's Navy Joins the Air Force	AI	U
Mediterranean Holiday	AI	Cont.
• Mickey One		Col.
Mirage	A2	U
• Mister Buddwing		MGM
Mister Moses	A2	UA
Model Murder Case, The		For.
• Modesty Blaise		Fox
Moment Of Truth, The	A4	For.
• Moment To Moment		U
Mondo Pazzo	C	For.
Monkey's Uncle, The	AI	BV
• Money Trap, The	B	MGM
Moro Witch Doctor	A2	Fox
Morituri (The Saboteur)	A3	Fox
• Mother Superior		Col.
• Moving Target, The		WB
Murder Ahoy	AI	MGM
Murieta	AI	WB
• Mutiny In Outer Space		AA
My Baby Is Black		For.
My Blood Runs Cold	A2	WB
My Fair Lady	AI	WB
My Wife's Husband	A3	For.

N

Naked Brigade, The	A2	U
Naked Kiss, The	A3	AA
• Naked Prey, The	B	Par.
• Nanny, The		Fox
Nasty Rabbit, The		Misc.
• Nevada Smith		Par.
• Never Too Late		WB
New Angels, The	C	For.
• New World, A		UA
• Night Of The Tiger, The		Col.
Night Train To Paris	A2	Fox
Night Walker, The	A2	U
Nightmare In The Sun	A3	Misc.
Nobdoy Waved Goodbye	A2	For.
None But The Brave	A2	WB
Not on Your Life		For.
Nothing But A Man	A3	Misc.

LOVED ONE, THE—(PV)—Robert Morse, Jonathan Winters, Anjanette Comer
MADE IN PARIS—(PV; MC)—Ann-Margret, Louis Jourdan
MAYA—(PV; MC)—Clint Walker, Jay North
MISTER BUDDWING—(PV)—James Garner, Jean Simmons, Suzanne Pleshette
MONEY TRAP, THE—(PV)—Glenn Ford, Elke Sommer
PASSPORT TO OBLIVION—(PV)—David Niven, Francoise Dorlec
PATCH OF BLUE, A—(PV)—Sidney Poitier, Shelley Winters
SECRET OF MY SUCCESS, THE—(PV; C)—Shirley Jones, James Booth
SEVEN WOMEN—(PV; MC)—Anne Bancroft, Sue Lyon, Margaret Leighton
SON OF A GUNFIGHTER—(CS; C)—Russ Tamblyn, Kieron Moore
TIKO AND THE SHARK—(WS; C)—Tahitian Cast
WHEN THE BOYS MEET THE GIRLS—Connie Francis, Harve Presnell, Joby Baker

---

PARAMOUNT DISTRIBUTED DURING THE PAST 12 MONTHS

6420 **AMOROUS ADVENTURES OF MOLL FLANDERS, THE**—C-126m.—(PV;TC)—Kim Novak, Richard Johnson, Angela Lansbury—5286 (5-26-65)—Naughty but nice funfest for adults—Made in England

6414 **BLACK SPURS**—W-81m.—(TC; TS)—Rory Calhoun, Terry Moore, Linda Darnell, Scott Brady—5282 (5-12-65)—Satisfactory action for western fans with names to help

6407 **BOY TEN FEET TALL, A**—D-88m.—(CS; TC)—Edward G. Robinson, Constance Cummings, Fergus McClelland—5246 (1-20-65)—Interesting entry for young and old alike—Filmed abroad

R6505 **BREAKFAST AT TIFFANY'S**—C—115m.—(TC)—Audrey Hepburn, George Peppard—5322 (9-1-65)—Reissue of sophisticated entry is best for big city spots

R6402 **CADDY, THE**—C-95m.—Dean Martin, Jerry Lewis—5222 (10-21-64)—Reissue should have Martin-Lewis appeal—Reissue

6410 **CRACK IN THE WORLD**—MD-96m.—(TC)—Dana Andrews, Janette Scott—5254 (2-17-65)—Good science fiction entry

6406 **DISORDERLY ORDERLY, THE**—C-90m.—(TC)—Jerry Lewis, Susan Oliver—5238 (12-16-64)—Typical Jerry Lewis farce primarly for kids

6415 **DR. TERROR'S HOUSE OF HORRORS**—D-98m.—(TC)—Peter Cushing, Christopher Lee—5275 (4-14-65)—Off-beat horror entry has interest—English-made.

6422 **FAMILY JEWELS, THE**—C-100m.—(TC)—Jerry Lewis, Donna Butterworth—5294 (6-23-65)—Typical Lewis zaniness strictly for his fans

6419 **GIRLS ON THE BEACH, THE**—MU-80m.—(TC)—Martin West, Noreen Corcorah, The Crickets, The Beach Boys, Lesley Gore—5282 (5-12-65)—Bikinis plus rock 'n' roll add up to teen fun

6423 **HARLOW**—D-125m.—(PV; TC)—Carroll Baker, Martin Balsam, Red Buttons—5297 (7-7-65)—Well-made, interesting biofilm about yesterday's love goddess

6418 **IN HARM'S WAY**—D-165m.—(PV)—John Wayne, Kirk Douglas, Patricia Neal—5269 (3-31-65)—Impressive entertainment should register well with general audiences

R6502 **LIVING IT UP**—CMU—95m.—(TC)—Dean Martin, Jerry Lewis, Janet Leigh—5322 (9-1-65)—High rating comedy reissue

R6501 **PARDNERS**—C—88m.—(TC)—Dean Martin, Jerry Lewis, Lori Nelson—5322 (9-1-65)—Amusing reissue of western spoof has names, laughs and music

R6408 **PSYCHO**—MD-109m.—Anthony Perkins, Vera Miles, John Gavin, Janet Leigh—5247 (1-20-65)—Reissue is rare experience in horror—(Reissue)

REVENGE OF THE GLADIATORS—MD—100m.—(TC)—Roger Browne—5326 (9-22-65)—Action entry okay for program—Filmed abroad; dubbed in English

6405 **ROUSTABOUT**—CMU—101m.—(TS; TC)—Elvis Presley, Barbara Stanwyck, Joan Freeman—5230 (11-18-64)—Okay Presley musical for his fans

R6506 **SABRINA**—CD—113m.—Humphrey Bogart, Audrey Hepburn, William Holden—5322 (9-1-65)—High rating reissue

SKULL, THE—D—83m.—(TC; TS)—Peter Cushing, Christopher Lee, 5322 (9-1-65)—Interesting horror entry—Filmed abroad

6421 **SONS OF KATIE ELDER, THE**—W-122m.—(PV; TC)—John Wayne, Dean Martin, Martha Hyer—5298 (7-7-65)—Very good big scale western

6409 **SYLVIA**—D-115m.—Carroll Baker, George Maharis, Edmond O'Brien—5249 (2-3-65)—Interesting drama for adults

6512 **TOWN TAMER**—W-89m.—(TC; TS)—Dana Andrews, Terry Moore, Pat O'Brien—5302 (7-21-65)—Okay western

6404 **WHERE LOVE HAS GONE**—D-114m.—(TS; TC)—Susan Hayward, Bette Davis, Michael Connors, Joey Heatherton—5222 (10-21-64)—Adult drama with particular appeal for women has big boxoffice potential

R6413 **WORLD OF SUZIE WONG, THE**—D-129m.—(TC)—William Holden, Nancy Kwan—5262 (3-17-65) High rating, colorful screen version of hit book and play—Reissue

6411 **YOUNG FURY**—W-80m.—(TS; TC)—Rory Calhoun, Virginia Mayo, John Agar—5249 (2-3-65)—Okay western for program

R6403 **YOU'RE NEVER TOO YOUNG**—C-102m.—(TC)—Dean Martin, Jerry Lewis—5222 (10-21-64)—Reissue is better Martin and Lewis comedy—Reissue

COMING

ALFIE—(TS; TC)—Michael Caine, Shelly Winters—English-made
APACHE UPRISING—(TS; TC)—Rory Calhoun, Corinne Calvert, Lon Chaney
BEACH BALL—Edd Byrnes, Chris Noel, The Supremes
BOEING—BOEING—(TC)—Jerry Lewis, Tony Curtis
IDOL, THE—Jennifer Jones, John Leyton—English-made
IS PARIS BURNING?—(PV)—Kirk Douglas, Leslie Caron
JUDITH—(PV; TC)—Sophia Loren, Peter Finch, Jack Hawkins
KID RODELO—Don Murray, Janet Leigh, Broderick Crawford
MAD EXECUTIONERS, THE—Hansjorg Felmy, Maria Perschy—Foreign-made
NEVADA SMITH—(PV; EC)—Steve McQueen, Karl Malden
PARADISE, HAWAIIAN STYLE—(TC)—Elvis Presley
PROMISE HER ANYTHING—(TC)—Warren Beatty, Leslie Caron—English-made
OH DAD, POOR DAD, MAMA'S HUNG YOU IN THE CLOSET AND I'M FEELING SO SAD—(TC)—Rosalind Russell, Robert Robert Morse, Jonathan Winters.
NAKED PREY, THE—(PV; TC)—Cornel Wilde
RED LINE 7000—(TC)—Gail Hire, James 'Skip' Ward, Laura Devon
SANDS OF THE KALAHARI—(PV; EC)—Stuart Whitman, Stanley Baker, Susannah York
SECONDS—Rock Hudson, Salome Jens
SEVEN SLAVES AGAINST THE WORLD—(TS; TC)—Roger Browne
SITUATION HOPELESS BUT NOT SERIOUS—Alec Guinness, Michael Connors
SLENDER THREAD, THE—Sidney Poitier, Anne Bancroft
SPY WHO CAME IN FROM THE COLD, THE—Richard Burton, Claire Bloom

---

20TH CENTURY-FOX DISTRIBUTED DURING THE PAST 12 MONTHS

AGONY AND THE ECSTASY, THE—D—140m.—(Todd-AO; DC)—Charlton Heston, Rex Harrison, Diane Cilento—5326 (9-22-65)—High rating roadshow drama about Michelangelo and his works

425 **APACHE RIFLES**—MD—92m.—(DC)—Audie Murphy, Linda Lawson—5230 (11-18-64)—Okay program entry

430 **BACK DOOR TO HELL**—MD-68m.—Jimmie Rodgers, Jack Nicholson—5234 (12-3-64)—Okay programmer

CURSE OF THE FLY, THE—D—86m.—Brian Donlevy, Carole Gray—5322 (9-1-65)—Okay programmer—English-made

503 **DEAR BRIGITTE**—C-100m.—(CS; DC)—James Stewart, Billy Mumy, Brigitte Bardot—5250 (2-3-65)—Amusing comedy

DEVILS OF DARKNESS—D—88m.—(DC)—William Sylvester, Hubert Noel, Tracy Reed—5322 (9-1-65)—Interesting programmer on the supernatural—Filmed abroad

424 **EARTH DIES SCREAMING, THE**—MD-62m.—Willard Parker, Virginia Field—5226 (11-4-64)—Okay science fiction meller for duallers—English-made

423 **FATE IS THE HUNTER**—D-106m.—(CS)—Glenn Ford, Suzanne Pleshette, Rod Taylor—5214 (9-23-64)—Interesting drama about planes and people

516 **FORT COURAGEOUS**—W—72m.—Fred Bier, Donald Barry, Hanna Landy—5278 (4-28-65)—Okay Programmer

428 **GOODBYE CHARLIE**—C-117m.—(CS; DC)—Tony Curtis, Debbie Reynolds, Pat Boone—5226 (11-4-64)—Cute comedy with potent cast

513 **HIGH WIND IN JAMAICA, A**—D-104m.—(CS;DC)—Anthony Quinn, Lila Kedrova, James Coburn—5286 (5-26-65)—Off-beat drama can go art or regular

422 **HORROR OF IT ALL, THE**—CMD-76m.—Pat Boone, Erica Rogers—5222 (10-21-64)—Good comedy thriller for duallers—English-made

504 **HUSH, HUSH, SWEET CHARLOTTE**—D-133m.—Bette Davis, Olivia de Havilland, Joseph Cotten, Agnes Moorehead—5247 (1-20-65)—Highly effective horror entry

507 **JOHN GOLDFARB, PLEASE COME HOME**—C-96m.—(CS; DC)—Shirley MacLaine, Peter Ustinov, Richard Crenna—5230 (11-18-64)—Wacky comedy should prove effective crowd pleaser

431 **MORO WITCH DOCTOR**—MD—61m.—Jock Mahoney, Margia Dean—5230 (11-18-64)—Fair programmer—Filmed in the Phillppines

MORITURI (THE SABOTEUR)—D—123m.—Marlon Brando, Yul Brynner, Janet Margolin—5302 (7-21-65)—Tense drama of adventure and intrigue on a doomed ship

420 **NIGHT TRAIN TO PARIS**—MD-65m.—Leslie Nielsen, Alizia Gur—5219 (10-7-64)—Good action entry for program—English-made

502 **PLEASURE SEEKERS, THE**—CD-107m.—(CS; DC)—Ann-Margret, Tony Franciosa, Carol Lynley—5242 (12-30-64)—Entertaining entry

427 **RAIDERS FROM BENEATH THE SEA**—MD-73m.—Ken Scott, Merry Anders—5247 (1-20-65)—Fair programmer

REWARD, THE—D—92m.—(CS; DC)—Max Von Sydow, Yvette Mimieux, Efram Zimbalist, Jr.—5326 (9-22-65)—Effective drama

426 **RIO CONCHOS**—W-107m.—(CS; DC)—Richard Boone, Stuart Whitman, Wanda Wagner—5219 (10-7-64)—Big scale western has fine cast, fast action

SABOTEUR, THE—See Morituri
555 **SOUND OF MUSIC, THE**—MU-174m.—(Todd-AO; DC)—Julie Andrews, Christopher Plummer, Eleanor Parker—5258 (3-3-65)—Highly entertaining and charming film version of stage musical—Filmed abroad
560 **THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES**—C-133m.—(Todd-AO-DC)—Stuart Whitman, Sarah Miles, Robert Morley—5289 (6-9-65)—Funny, colorful spectacle looks like solid popular entertainment.
514 **UP FROM THE BEACH**—D-99m.—(CS)—Cliff Robertson, Irina Demick, Marius Goring, Red Buttons—5289 (6-9-65)—Fairly interesting tale of people in war
416 **VISIT, THE**—D-100m.—(CS)—Ingrid Bergman, Anthony Quinn—5214 (9-23-64)—Absorbing drama of human greed and vengeance—Filmed in Italy
515 **VON RYAN'S EXPRESS**—MD-117m.—(DC)—Frank SinatraTrevor Howard—5286 (5-26-65)—Good action and suspense entry
508 **WAR PARTY**—W-72m.—Michael T. Mikler, Davey Davison, Donald Barry—5262 (3-17-65)—Okay Programmer
WILD ON THE BEACH—CMU—77m.—Frankie Randall, Sherry Jackson—5323 (9-1-65)—Mild rock 'n' roll entry for program
421 **WITCHCRAFT**—MD-79m.—Lon Chaney, Diana Clare, David Weston—5222 (10-21-64)—Good horror meller dualler—English made
ZORBA, THE GREEK—D-142m.—Anthony Quinn, Alan Bates, Irene Papas—5238 (12-16-64)—Fine drama—Filmed in Greece—International Classics

COMING

BLUE MAX, THE—George Peppard, James Mason, Ursula Andress
CONVICT STAGE—Harry Lautor, Donald Barry
DO NOT DISTURB—(CS; DC)—Doris Day, Rod Taylor
EL GRECO—Mel Ferrer, Rosanna Schlaffino
FANTASTIC VOYAGE—(CS; DC)—Stephen Boyd, Edmond O'Brien
FLIGHT OF THE PHOENIX, THE—James Stewart, Peter Finch, Ernest Borgnine
HOW TO STEAL A MILLION DOLLARS AND LIVE HAPPILY EVER AFTER—(PV; DC)—Audrey Hepburn, Peter O'Toole, Charles Boyer
MODESTY BLAISE—Dirk Bogarde, Terence Stamp
NANNY, THE—Bette Davis, Wendy Craig—English-made
OUR MAN FLINT—(CS; DC)—James Coburn, Gila Gulan, Lee J. Cobb
OUTLAWS OF RED RIVER, THE—George Montgomery
SPACE FLIGHT IC-1—Bill Williams—English-made
STAGECOACH—(CS; DC)—Ann-Margret, Michael Connors, Red Buttons
WEEKEND AT DUNKIRK—(DC)—Jean-Paul Belmondo, Catherine Spaak

UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

6514 **BILLIE**—CMU—87m.—(TC; TS)—Patty Duke, Warren Berlinger, Jim Backus—5323 (9-1-65)—Wholesome, heart-warming comedy for family trade—Chrislaw
6502 **FERRY CROSS THE MERSEY**—MU-86m.—Gerry and The Pacemakers—5250 (2-3-65)—Rock 'n' roll for teen-agers—English-made—(Brian Epstein)
6422 **FOUR DAYS IN NOVEMBER**—DOC-120m.—Narrated by Richard Basehart—5223 (10-21-64)—Well-made, thrilling documentary on President Kennedy assassination—Wolper
6511 **GLORY GUYS, THE**—CD-112m.—(PV; DC)—Tom Tryon, Harve Presnell, Senta Berger—5302 (7-21-65)—Lively outdoor yarn about Indian fighters—Levy-Gardner-Laven
6420 **GOLDFINGER**—MD—108m.—(TC)—Sean Connery, Gert Frobe, Honor Blackman—5231 (11-18-64)—Another boxoffice bonanza with Agent 007—English-made; Saltzman-Broccoli
6501 **GREATEST STORY EVER TOLD, THE**—D-194m.—(CN; TC)—Max Von Sydow, Dorothy McGuire, Charlton Heston—5254 (2-17-65)—A production of note—Stevens
6512 **HALLELUJAH TRAIL, THE**—C-167m.—(Cinerama; TC—Burt Lancaster, Lee Remick—5294 (6-23-65)—The west at its wildest makes for an unusual comic entry—Mirisch
6513 **HELP!**—CMU—90m.—(EC)—The Beatles—5310 (8-18-65)—Beatiemania strikes again—Shenson—Filmed abroad
6503 **HOW TO MURDER YOUR WIFE**—C-118m.—(TC)—Jack Lemmon, Vira Lisi, Terry-Thomas—5247 (1-20-65)—Fun entry is good for many laughs but could use trimming—Axelrod
6509 **I'LL TAKE SWEDEN**—C-96m.—(TC)—Bob Hope, Tuesday Weld, Frankie Avalon—5290—(6-9-65)—Hope, bikinis, and rock 'n' roll provide summer-weight fun—Small
6418 **INVITATION TO A GUNFIGHTER**—D-92m.—(DC)—Yul Brynner, Brad Dexter, Janice Rule—5223 (10-21-64)—Top performances assist moody western—Kramer
790 **KNACK, THE—AND HOW TO GET IT**—C-84m.—Rita Tushingham, Ray Brooks, Michael Crawford—5299 (7-7-65)—Wacky Comedy seems good bet for art and specialty spots—English-made—Lopert
6508 **MASQUERADE**—CAD-101m.—(EC)—Cliff Robertson, Jack Hawkins—5278 (4-28-65—Entertaining comedy adventure—Filmed abroad—Novus
6506 **MR. MOSES**—CD-113m.—(PV; TC)—Robert Mitchum, Carroll Baker—5275 (4-14-65)—Off-beat African adventure comedy is thoroughly entertaining—Ross-Talbot
6504 **RAGE TO LIVE, A**—D—101m.—(PV)—Suzanne Pleshette, Bradford Dillman, Ben Gazzara—5327 (9-22-65)—"Soap opera" type offering may be best for femmes—Mirisch
6505 **SATAN BUG, THE**—MD-114m.—(PV; DC)—George Maharis, Richard Basehart, Anne Francis—5262 (3-17-65)—Suspenseful yarn loaded with action and thrills—Mirisch-Kappa
6417 **SECRET INVASION, THE**—MD-95m.—(PV; DC)—Stewart Granger, Raf Vallone, Mickey Rooney—5215 (9-23-64)—Action packed war meller—Made in Yugoslavia—Corman
6419 **TOPKAPI**—CD-120m.—(C)—Melina Mercouri, Maximilian Schell, Peter Ustinow—5215 (9-23-64)—Fine fun film should zoom—Filmed abroad—Filmways
6507 **TRAIN, THE**—D-133m.—Burt Lancaster, Paul Scofield, Jeanne Moreau—5259 (3-3-65)—High rating war-time adventure entry—Filmed in France
6510 **WHAT'S NEW PUSSYCAT?**—C-108m.—(TC)—Peter Sellers, Peter O'Toole, Romy Schneider—5294 (6-23-65)—Wacky comedy has angles to sell—Filmed abroad—Feldman
6416 **WOMAN OF STRAW**—D-117m.—(EC)—Gina Lollobrigida, Sean Connery, Ralph Richardson—5215 (9-23-64) First rate mystery—English-made

COMING

AFTER THE FOX—(C)—Peter Sellers, Victor Mature—Montoro
CAST A GIANT SHADOW—(PV; C)—Kirk Douglas, Santa Berger, Frank Sinatra—Mirisch
DON'T WORRY, WE'LL THINK OF A TITLE—Morey Amsterdam, Rose Marie—Schenck
FRANKIE AND JOHNNY—(TC)—Elvis Presley—Admiral
FUNNY THING HAPPENED ON THE WAY TO THE FORUM, A—(C)—Zero Mostel, Phil Silvers, Buster Keaton, Jack Gilford
CHINESE ADVENTURES IN CHINA—(C)—Jean Paul Belmondo-Ursula Andress
GROUP, THE—(WS; C)—Candice Bergen, James Broderick—Feldman
HAWAII—(PV; C)—Julie Andrews, Max Von Sydon—Mirisch
LORD LOVE A DUCK—Roddy McDowall, Tuesday Weld—Charleston
KHARTOUM—(PV 70)—Charlton Heston, Laurence Olivier
NEW WORLD, A—Nino Casteinova, Christine De La Roche-Saltzman
RETURN FROM THE ASHES—Maximillan Schell, Samantha Eggar—Mirisch
SUMMER FIRES—Jeanne Moreau, Ettore Manni—Woodfall
THUNDERBALL—(PV, TC)—Sean Connery—Bernard Lee, Lois Maxwell
THOUSAND CLOWNS, A—Jason Robards, Jr., Barbara Harris
VIVA MARIA—(C)—Brigette Bardot, George Hamilton—Dancigers-Malle

UNIVERSAL

DISTRIBUTED DURING THE PAST 12 MONTHS

6530 **ANDY**—D-86m.—Norman Alden—5250 (2-3-65)—Off-beat character study for art and specialty houses
6517 **ART OF LOVE, THE**—C-99m.—(TC)—James Garner, Elke Sommer, Dick Van Dyke—5283 (5-12-65)—Amusing comedy has names to help
6507 **BUS RILEY'S BACK IN TOWN**—D—93m.—(EC)—Ann-Margaret, Michael Parks—5263 (3-17-65)—Portrayal of boy maturing in fast company has James Dean touch
6525 **DARK INTRUDER**—MD-59m.—Leslie Nielsen, Gilbert Green, Judi Meredith—5306 (8-4-65)—Okay program filler
6501 **FATHER GOOSE**—C-117m.—(TC)—Cary Grant, Leslie Caron, Trevor Howard—5231 (11-18-64)—Top names bolster mild comedy
6512 **FLOWER DRUM SONG**—MU-131m.—(TC; PV)—Nancy Kwan, James Shigota—5287 (5-26-65)—Reissue, is highly entertaining, pleasure-packed musical—Reissue
6513 **FLUFFY**—C-92m.—(C)—Tony Randall, Shirley Jones—5275 (4-14-65)—Cute comedy for youngsters and family audiences
6502 **GUNS OF AUGUST, THE**—DOC-99m.—Created and produced by Nathan Kroll—5239 (12-16-64)—Interesting documentary on World War I
6524 **IPCRESS FILE, THE**—MD-108m.—(TS; TC)—Michael Caine, Nigel Green—5298 (7-7-65)—Good espionage entry—English-made
6511 **IMITATION OF LIFE**—D—124m.—(EC)—Lana Turner, John Gavin, Sandra Dee— 5287 (5-26-65)—Reissue is high rating drama—Reissue
6522 **I SAW WHAT YOU DID**—MD-82m.—Joan Crawford, John Ireland, Andi Garrett, Sharyl Locke—5283 (5-12-65)—Good suspense programmer
6427 **KITTEN WITH A WHIP**—MD-83m.—Ann-Margret. John Forsythe—5226 (11-4-64)—Unpleasant entry for the program
LOVE AND KISSES—CMU—87m.—(TC)—Rick Nelson, Kristin Nelson, Jack Kelly—5310 (8-18-65)—Amusing entry with angles for teens
6506 **MAN IN THE DARK**—D-80m.—William Sylvester, Barbara Sheiley—5250 (2-3-65)—Okay programmer—English-made
6518 **MC HALE'S NAVY JOINS THE AIR FORCE**—C-90m.—(TC)—Joe Flynn, Tim Conway—5290 (6-9-65)—Cute sequel to initial release and regular tv show

O

Of Human Bondage	B	MG
• Oh Dad, Poor Dad, Mama's Hung You In the Closet and I'm Feeling So Sad		Par
• Omicron		Co
Once A Thief	A3	M
One Way Pendulum	A2	For
Onibaba		For
Only One New York	A1	Em
• Operation C.I.A.		AA
Operation SNAFU	A3	AI
Operation Crossbow (The Great Spy Mission)	A1	MG
• Oscar, The		EM
• O.S.S. 117		A
• Our Man Flint		Fox
Outlaws Is Coming, The	A1	Col
• Outlaws Of Red River, The		Fox
Outrage, The	A3	MG
Over There—1914-1918		For

P

Pajama Party	B	A-I
• Paradise, Hawaiian Style		Par.
Pardners-Re	A1	Par.
• Paranioa		Em
Paris Secret		For.
• Passport To Oblivion		MG
• Patch of Blue, A................	A3	MG
Pawnbroker, The	C	AA Land,
• Pie In The Sky	A3	AA
• Pinocchio In Outer Space		U
• Planet of the Vampires, The ...		AI
• Playboy		Col.
Pleasure Seekers, The	B	Fox
• Promise Her Anything		Par.
Psycho—Re.	B	Par.
Psychomania		Misc

Q

Quick, Before It Melts	B	MG
Quo Vadis—Re.	A1	MG

R

• Racing Fever	B	AA
Rage To Live, A	A3	UA
Raiders From Beneath The Sea .	B	Fox
Rapture	A3	For.
• Rare Breed, The		U
Rattle Of A Simple Man		Cont
Ready For The People		WB
Red Desert	A4	Foir.
Red Lanterns		For.
Repulsion		For.
• Red Line 7000		Par.
Requiem For A Gun Fighter ...		EME
• Return From The Ashes		UA
Revenge Of The Gladiators, The..		Par.
Reward, The	A2	Fox
Rio Conchos	A3	Fox
Rotten to the Core		For.
Rounders, The	A3	MGM
Roustabout	A2	Par

S

Saboteur, The (see Morituri) ...		Fox
Sabrina-Re	B	Par.
Sampson vs The Giant King		For.
Sandokan, The Great	A1	MGM
Sandpiper, The	B	MGM
• Sands of The Kalahari		Par.
Santa Claus Conquers The Martians	A1	Emb.
Satan Bug, The	A2	UA
Scarlet Letter, The		Misc
Seaside Swingers	A1	Emb.
• Seconds		Par.
Secret Invasion, The	A2	UA
Secret Of Blood Island	A2	U
Secret Of Magic Island	A1	Emb.
• Secret of My Success, The	A2	MGM
Sergeant Deadhead	A3	AI
7 Dwarfs To The Rescue, The ...		For.
• Seven Slaves Against The World	A2	Par.
• Seven Women		MGM
Sex And The Single Girl	B	WB
She	A2	MGM
Shenandoah	A1	U
Ship Of Fools	A3	Col.
Signpost To Murder	A3	MGM
• Silencers, The		Col.
• Situation Hopeless But Not Serious	A2	Par.
Ski Party	A2	AI
Skull, The	A2	Par.
Slave Trade In The World Today	A3	Cont.
• Slender Thread, The		Par.
So Dear To My Heart—Re	A1	BV
• Son Of A Gunfighter		MGM
Sons Of Katie Elder, The	A1	Par.
Sound Of Music, The	A1	Fox
• Space Flight IC-1		Fox
• Spy Who Came In From The Cold, The		Par.
• Stagecoach		Fox
Strange Bedfellows	A3	U

Summer Fires		UA
Sweet And Sour	C	For.
Swinger's Paradise	AI	AI
Swingin' Summer, A		Misc.
Sword of All Baba, The	AI	U
Sylvia	B	Par.
Symphony For A Massacre	A3	For.
Synanon	A3	Col.

T

Taboos of the World	A4	AI
Tatty And The Jungle Hunter	AI	AA
Taggart	A2	U
T-A-M-I Show, The		Misc.
Tattooed Police Horse, The	AI	BV
Taxi for Torbuk	A2	For.
Tennessee Jamboree		AA
Tenth Victim, The		EMB.
Thank Heaven For Small Favors		For.
That Darn Cat		BV
That Funny Feeling	A2	U
These Are The Damned	A3	Col.
Thing at the Door, The		WB
Three Penny Opera	A3	Emb.
Third Day, The	A3	WB
36 Hours	A2	MGM
Those Calloways	AI	BV
Those Magnificent Men in Their Flying Machines	AI	Fox
Thousand Clowns, A		UA
Thunderball		UA
Tickle Me	A2	AA
Tiko And The Shark		MGM
Time Of Indifferance		Cont.
Time Travelers, The	B	A-I
Tomb Of Ligeia	A2	A-I
Topkapi	A3	UA
Town Tamer	A2	Par.
Tramplers, The		Emb.
Train, The	AI	UA
Treasure Of Silver Lake		Col.
Truth About Spring, The	AI	U
Two On a Guillotine	A3	WB

U

• Ugly Dachshund, The		BV
Umbrellas Of Cherbourg, The	A3	AA-Landau
Unearthly Stranger	AI	A-I
Up From The Beach	AI	Fox

V

Very Special Favor, A	A3	U
Vice And Virtue	B	MGM
• Village Of The Giants		Emb.
Violent And The Damned, The		For.
Visit, The	A4	Fox
• Viva Maria		UA
Von Ryan's Express	AI	Fox
Voyage To The End Of The Universe	AI	A-I

W

• War Lord, The	A3	U
War Gods Of The Deep		A-I
War of the Zombies		AI
War Party	AI	Fox
• Weekend At Dunkirk		Fox
What's New, Pussycat	B	UA
Where Love Has Gone	A3	Par.
• When The Boys Meet The Girls		MGM
White Voices	C	For.
• Who's Afraid Of Virginia Woolf?		WB
Wild On The Beach	A2	Fox
Wild Seed	A3	U
Willy McBean and His Magic Machine	AI	Misc.
• Winter A-Go-Go	A2	Col.
Witchcraft	A2	Fox
Women Of Straw	A3	UA
Woman Who Wouldn't Die, The	A3	WB
• Wonderful Life		A-I
World of Abbott & Costello, The	AI	U
World of Suzie Wong, The—RE.	B	Par.
World Without Sun	AI	Col.
• World's Greatest Swindles		Cont.
• Wrong Box, The		Col.

Y

Yellow Rolls, Royce, The	A4	MGM
Yolanta		For.
• You Must Be Joking	A2	Col.
Youngblood Hawke	A3	WB
Young Cassidy	A3	MGM
Young Dillinger	B	AA
Young Fury	A2	Par.
Young Lovers, The	A3	MGM
Your Cheatin' Heart	A2	MGM
Your'e Never Too Young—Re.	A2	Par.

Z

Zebra In The Kitchen	AI	MGM
Zorba, The Greek	A4	Fox

6514 **MIRAGE**—D-109m.—Gregory Peck, Diane Baker—5287 (5-26-65)—Very good suspense thriller
6516 **NAKED BRIGADE, THE**—MD-99m.—Shirley Eaton, Ken Scott—5278 (4-28-65)—Ftir programmer—Filmed in Greece; partially titled
6503 **NIGHT WALKER, THE**—D-86m.—Barbara Stanwyck, Robert Taylor, Hayden Rorke—5242 (12-30-64)—Horror entry has angles
6515 **SECRET OF BLOOD ISLAND, THE**—MD-84m.—Barbara Shelley, Jack Hadley—5279 (4-28-65)—Unpleasant programmer—English-made
6521 **SHENANDOAH**—D-105m.—(TC)—James Stewart, Doug McClure, Rosemary Forsyth—5279 (4-28-65)—Fine drama heightened by impressive Stewart performance
6505 **STRANGE BEDFELLOWS**—98m.—(TC)—Rock Hudson, Gina Loilobrigida—5239 (12-16-64)—Cute comedy with potent cast
6509 **SWORD OF ALI BABA**—MD-81m.—(C)—Peter Mann, Jocelyn Lane—5270 (3-31-65)—Okay programmer
6504 **TAGGART**—W-85m.—(C)—Tony Young, Dan Duryea, Elsa Cardenas—5239 (12-16-64)—Okay western
6523 **THAT FUNNY FEELING**—C-93m.—(TC)—Sandra Dee, Bobby Darin, Donald O'Connor—5306 (8-4-65)—Okay western
6508 **TRUTH ABOUT SPRING, THE**—CD-102m.—(TC)—Hayley Mills, John Mills, James MacArthur—5270 (3-31-65)—Fairly entertaining entry—Filmed abroad
6520 **VERY SPECIAL FAVOR, A**—C-104m.—(TC)—Rock Hudson, Leslie Caron, Charles Boyer—5298 (7-7-65)—A very funny comedy
6519 **WILD SEED**—D-99m.—Michael Parks, Celia Kaye, Eve Novak—5263 (3-17-65)—Effective program entry
6510 **WORLD OF ABBOTT AND COSTELLO, THE**—COMP.-75m.—Bud Abbott, Lou Costello—5275 (4-14-65)—Compilation offers the best of the taem's films.

COMING

AND NOW MIGUEL—(TC)—Pat Cardi, Michael Ansara
ARABESQUE—(TC)—Gregory Peck, Sophia Loren
BLINDFOLD—(TC)—Rock Hudson, Claudia Cardinale
GHOST AND MR. CHICKEN, THE—(TC)—Don Knotts, Joan Staley, Dick Sargent
GUNPOINT—(TC)—Audie Murphy, Joan Staley
INCIDENT AT PHANTOM HILL, THE—(TC)—Robert Fuller, Jocelyn Lane
MADAME X—(TC)—Lana Turner, John Forsythe, Ricardo Montalban
MAN COULD GET KILLED, A—(TC)—James Garner, Melina Mercouri, Sandra Dee
MOMENT TO MOMENT—(TC)—Jean Seberg, Honor Blackman
PINOCCHIO IN OUTER SPACE—(WS; C)—Animated Feature
RARE BREED, THE—(PV; TC)—James Stewart, Maureen O'Hara
WAR LORD, THE—(PV; TC)—Charlton Heston, Rosemary Forsyth, Richard Boone

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

458 **BATTLE OF THE VILLA FIORITA, THE**—D—111m.—(PV; TC)—Maureen O'Hara, Rossano Brazzi, Richard Todd—5287 (5-26-65)—Uneven romantic tale aimed at gals
460 **BRAINSTORM**—D-114m.—(PV)—Jeff Hunter, Anne Francis, Dana Andrews—5283 (5-12-65)—Psychological drama holds interest
480 **CHEYENNE AUTUMN**—AD-145m.—(PV 70; TC)—James ewart, Edward G. Robinson, Richard Widmark, Carroll Baker—5223 (10-21-64)—Highly interesting outdoor adventure entry
455 **DEAR HEART**—D—114m.—Glenn Ford, Geraldine Page—5239 (12-16-64)—Mildly entertaining
553 **GREAT RACE, THE**—C—150m.—(PV; TC)—Jack Lemmon, Tony Curtis, Natalie Wood—5298 (7-7-65)—Comedy blockbuster is headed for the top
478 **HAMLET**—D-187m.—(Electronovision)—Richard Burton—5220 (10-7-64)—Of value as a record of a novel version of the Shakespeare classic
462 **HAVING A WILD WEEKEND**—C-91m.—Dave Clark Five—5302 (7-21-65)—Sell the Dave Clark Five—English-made
MARRIAGE ON THE ROCKS—C—109m.—(PV; TC)—Frank Sinatra, Deborah Kerr, Dean Martin—5327 (9-22-65)—Entertaining spoof on marital impasse has names
479 **MY FAIR LADY**—MU-170m.—(PV70, TC)—Audrey Hepburn, Rex Harrison—5227 (11-4-64)—Highly impressive entertainment headed right for the top
457 **NONE BUT THE BRAVE**—D-108m.—(PV; TC)—Frank Sinatra, Clint Walker, Tommy Sands—5255 (2-17-65)—Gory effort gives two-sided view of war on small scale
459 **MY BLOOD RUNS COLD**—MD-104m.—(PV)—Troy Donahu Joey Heatherton—5270 (3-31-65)—Mild horror meller with names to lure youngsters
452 **READY FOR THE PEOPLE**—MD-54m.—Simon Oakland, Anne Helm—5227 (11-4-64)—Okay for program filler
551 **MURIETA**—W—106m.—(EC)—Jeffrey Hunter, Arthur Kennedy, Diana Lorys—5323 (9-1-65)—Okay adventurous hijinks in early California—Made in Spain
454 **SEX AND THE SINGLE GIRL**—C-114m.—(TC)—Tony Curtis, Natalie Wood, Henry Fonda—5242 (12-30-64)—Frenzied farce with leers and laughs
463 **THIRD DAY, THE**—D-119m.—(PV; TC)—George Peppard, Elizabeth Ashley—5299 (7-7-65)—Interesting drama
456 **TWO ON A GUILLOTINE**—MD-107m.—(PV)—Connie Stevens, Dean Jones, Cesar Romero—5247 (1-20-65)—Fast moving chiller
461 **WOMAN WHO WOULDN'T DIE, THE**—MD-84m.—Garry Merrill, Jane Merrow, Georgiana Cookson—5283 (5-12-65)—Okay murder meller for the programs—English-made
453 **YOUNGBLOOD HAWKE**—D-137m.—James Franciscus, Suzanne Pleshette, Genevieve Page—5227 (11-4-64)—Classy effort misses dramatic mark

COMING

BATTLE OF THE BULGE—(CN; TC)—Henry Fonda, Robert Shaw
BIG HAND FOR THE LITTLE LADY, A—(TC)—Henry Fonda, Joanne Woodward, Paul Ford
CRACK OF THE WHIP—(C)—Clint Walker
FINE MADNESS, A—Sean Connery, Joanne Woodward
INSIDE DAISY CLOVER—(PV, TC)—Natalie Wood, Christopher Plummer
LaBOHEME—(T)—LaScala Opera Company
MOVING TARGET, THE—(PV; TC)—Paul Newman, Lauren Bacall, Shelley Winters
NEVER TOO LATE—(TC)—Paul Ford, Maureen O'Sullivan, Connie Stevens
THING AT THE DOOR, THE—Troy Donohue
WHO'S AFRAID OF VIRGINIA WOOLF?—Elizabeth Taylor, Richard Burton

MISCELLANEOUS

ACROSS THE RIVER—D—85m.—Lou Gilbert, Kay Doubleday—5266 (3-17-65)—Off-beat drama for art spots—R. M. Franchi
BUS, THE—DOC—62m.—Produced and photographed by Haskell Wexler—5290 (6-9-65)—Tale of a group with a cause for selective audiences—Edward Harrison
COOL WORLD, THE—DOC-105m.—Hampton Clanton, Yolanda Rodriguez—5224 (10-21-64)—Authentic reenacted documentary on Harlem can be sold—Cinema V
CURSE OF THE STONE HAND—MD—72m.—Ernest Walch, John Carradine, Sheila Bon—5266 (3-17-65)—Confused lower half horror entry—Associated Distributors Pictures
ELEANOR ROOSEVELT STORY, THE—DOC.—90m.—Produced by Sidney Glazier—5290 (6-9-65)—Fine documentary—Sidney Glazier Prod.
FACE OF THE SCREAMING WEREWOLF—MD—60m.—Lon Chaney, Landa Varle—5266 (3-17-65)—Horror entry for the lower half—Associated Distributors Pictures
FLESH EATERS, THE—MD-90m.—Rita Morley, Byron Sanders, Martin Losleck—5224 (10-21-64)—Program horror meller—C.D.A.
HARLOW—D-109m.—(Electronovision)—Carol Lynley, Efrem Zimbalist, Jr.—5287 (5-26-65)—Reputed biography of former film star is mildly entertaining—Magna
IMAGE OF LOVE—DOC-90m. (EC)—Written, directed and produced by Lou Stoumen—5299 (7-7-65)—Fairly interesting documentary on love through the ages—Green Releasing Org.
INHERITANCE, THE—DOC-60-m.—Narrated by Robert Ryan—5234 (12-3-64)—Documentary on rise of the unions needs special treatment—Harold Mayer
KISS ME, STUPID—C-126m.—(PV)—Dean Martin, Kim Novak, Ray Walsten—5242 (12-30-64)—Sex laden fest may raise a few brows—Lopert
LIVING BETWEEN TWO WORLDS—D-78m.—Horace Jackson, Maye Henderson, Mimi Dillard—5220 (10-7-64)—All Negro film is okay dueller for specialized houses—Empire
MAN FROM BUTTON WILLOW, THE—CAR-84m.—(C)—Presented by Dale Robertson—5251 (2-3-65)—Enjoyable western cartoon for family and youngsters—United Screen Arts
MME. OLGA'S MASSAGE PARLOR—MD—70m.—Alice Baez, T. Wood Parker—5266 (3-17-65)—Fast buck and mediocre exploitation film—American Film Dist.
NASTY RABBIT, THE—C-85m.—(TS; TC)—Mischa Terr, Arch Hall, Jr.,—5243 (12-30-64)—Childish entertainment—Fairway International
NIGHTMARE IN THE SUN—MD—81m.—(DC)—Ursula Andress, John Derek, Aldo Ray—5231 (11-18-64)—Suspenseful story of a manhunt for the program—Zodiac
NOBODY WAVED GOODBYE—D—80m.—Peter Kastner, Julie Biggs—5323 (9-1-65)—Earnest but amateurish drama of teen rebellion—Canadian-made; Cinema V
NOTHING BUT A MAN—D-90m.—Ivan Dixon, Abbey Lincoln—5259 (3-3-65)—Poignant, sensitive portrait of a southern Negro's marriage—Cinema V
T-A-M-I SHOW, THE—MUNOV—113½m.—Beach Boys, Barbarians, Chuck Barry—5231 (11-18-64)—Good musical novelty for teens—Electronovision—American Int.
SCARLET LETTER, THE—D-72m.—Colleen Moore, Hardie Albright—5290 (6-9-65)—Reissue of Hawthorne classic has novel curio value—Signature Films
SWINGIN' SUMMER, A—MU—80m.—(TC)—James Stacy, William Wellman, Jr., Quinn O'Hara—5266 (3-17-65)—Cute entry with special appeal for teens—United Screen Arts
WILLY MC BEAN AND HIS MAGIC MACHINE—NOV—94m.—(EC)—Written, produced and directed by Arthur Rankin, Jr.—5324 (9-1-65)—Entertaining puppet entry for the younger set—Magna

FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

AND SO TO BED—D-112m.—Hildegard Knaf, Thomas Fritsch—5306 (8-4-65)—Cute Import on long side for adults only—German-made; English dialogue-Medallion

AWFUL DR. ORLOF, THE—MD-90m.—Howard Vernon, Diano Larys—5291 (6-9-65)—Program horror meller—Foreign-made; dubbed in English—Sigma III

BAMBOLE—C-111m.—Virna Lisi, Monica Vitti, Gina Lollobrigida—5303 (7-21-65)—Fairly amusing import—Italian-made; English titles; Royal Films Int.

BANANA PEEL—C-97m.—Jeanne Moreau, Jean-Paul Belmondo—5255 (2-17-65)—Entertaining import—French-made; English titles—Pathe Contemporary

BEFORE THE REVOLUTION—D-112m.—Adriana Asti, Francesco Barilli—5306 (8-4-65)—Interesting adult import—Italian-made; English titles—New Yorker Films

BLACK TORMENT, THE—MD—88m.—(C)—Heather Sears, John Turner—5263 (3-17-65)—Suspenseful horror meller—English-made—Governor

BRAIN, THE—MD—83m.—Anne Heywood, Peter Van Eyck—5263 (3-17-65)—Okay terror entry—English-made—Governor

CARESSED—D—81m.—Robert Howay, Angela Gann—5327 (9-22-65)—Well-made, unusual offering with special slant towards young adults—Filmed in Canada—Brenner

CARRY ON SPYING—C-87m.—Kenneth Williams, Barbara Windsor—5251 (2-3-65)—Carry On slapsticking still good comedy—English-made—Governor

CASABLAN—D—63m.—Nikos Kourkoules—5263 (3-17-65)—Minor import—Filmed in Greece—Frisch-Natas Productions

CRAZY PARADISE—C—95m.—(EC)—Dirch Passer, Bodil Steen—5324 (9-1-65)—Generally amusing import for art set—Danish-made; English titles—Sherpix

DIARY OF A CHAMBERMAID, THE—D—97m.—Jeanne Moreau, Michel Piccoli—5264 (3-17-65)—Interesting import—French-made; English titles—Int. Classics

EVA—D-115m.—Jeanne Moreau, Stanley Baker, Vira Lisi—5295 (6-23-65)—Fairly interesting entry—Filmed abroad—Times

EYES OF THE NEEDLE, THE—CD-97m.—Vittorio Gassman, Annette Storyberg—5307 (8-4-65)—Sex farce may interest art house crowd—Italian-made; English titles—Eldorado

FANNY HILL—C-104m.—Miriam Hopkins, Letitia Roman—5279—(4-28-65)—Farcial treatment of innocence untouched by life in a brothel—German-made; dubbed in English—Famous Players

GO-GO BIG BEAT—MU-82m.—(EC)—Millie Small, The Animals, Lulu and The Luvvers—5295 (6-23-65)—Musical mish-mash for the teen set—English-made—Eldorado

GUIDE, THE—D-120m.—(PC)—Dev Anand, Kishore Sahu—5259 (3-3-65)—Fairly interesting import set in modern India—Filmed in India—Stratton Int.

HERCULES VIS THE GIANT WARRIORS—MD-94m.—(CS;EC)—Don Vadis—5291 (6-9-65)—Good action for undiscriminating adults and teens—Italian-made; dubbed in English—John Alexander

HIGH INFIDELITY—CD-130m.—Ugo Tognazzi, Fulvia Franco, Nino Manfredi—5303 (7-21-65)—Entertaining import flavored with sex—Foreign-made; English titles—Magna

HORRIBLE DR. HICHCOCK, THE—MD-76m.—(TC)—Barbara Steele, Robert Flemyng—5291 (6-9-65)—Program horror meller—English-made—Sigma III

LAST WOMAN OF SHANG, THE—MD—107m.—(C)—Lin Dei—5264 (3-17-65) Fair import—Chinese-made; English titles—Shaw Brothers

MAEDCHEN IN UNIFORM—D-91m.—Lilli Palmer, Romy Schneider—5303 (7-21-65)—A look at a German boarding school for girls holds interest—German-made; English titles—Seven Arts

MALE HUNT—C-92m.—Jean-Paul Belmondo, Catherine Deneuve—5291 (6-9-65)—Amusing import for art, specialty spots—French-made; English titles—Pathe Contemporary

MAN WHO COULDN'T WALK, THE—MD—63m.—Peter Reynolds, Eric Pohlmann, Pat Calvin—5264 (3-17-65)—Okay action entry for lower half—English-made; Taurus

MARRIED WOMAN, THE—D—94m.—Macha Meril, Bernard Noel—5328 (9-22-65)—Far out tale of a woman trying to make up her mind—French-made; English titles—Royal Films Int.

MODEL MURDER CASE, THE—90m.—Ian Hendry, Ronald Fraser, Margaret Johnston—5264 (3-17-65)—Good mystery Import—English-made—Cinema V

MOMENT OF TRUTH, THE—D—110m.—(TS; TC)—Miguel Mateo Miguelin, Linda Christian—5310 (8-18-65)—Interesting tale of the making of a bull fighter—Filmed abroad; English titles—Rizzoli

MONDO PAZZO—DOC-94m.—(TC)—Directed by Jacopetti—and prosperi 5251 (2-3-65)—Repelling successor to "Mondo Cane" —Filmed in various parts of the world—English narration—Rizzoli Films

MY BABY IS BLACK—D-80m.—Gordon Heath, Francoise Giret—5279 (4-28-65)—Tender miscegination romance—French-made; dubbed in English—American Dist.

MY WIFE'S HUSBAND—C-85m.—Fernandel, Bourvil, Claire Maurier—5255 (2-17-65)—Amusing import—French-made; English titles—Lopert

NEW ANGELS, THE—DOC D-94m.—Youth of Italy—5295 (6-23-65)—Interesting entry for art spots—Italian-made; English titles—Promenade

NOT ON YOUR LIFE—C-90m.—Nino Alberti, Emma Penella—5270 (3-31-65)—Cute import—Foreign-made; English titles—Pathe Contemporary

ONE WAY PENDULUM—C-90m.—Eric Sykes, Julia Foster, George Cole—5255 (2-17-65)—Fair import on the wacky side—English-made—Lopert

ONIBABA—D—104m.—(CS)—Nobuko Otowa, Jitsuko Yoshimura—5264 (3-17-65)—Strong, interesting import for adult art audiences—Japanese-made; English titles—Toho

OVER THERE—1914-1918—DOC—90m.—Conceived and directed by Jean Aurel—5265 (3-17-65)—Interesting documentary on World War I—French-made—Pathe Contemporary

PARIS SECRET—DOC—84m.—(EC)—Produced by Arthur Cohn and Pierre Roustang—5328 (9-22-65)—Intriguing documentary—French-made; English narration—Cinema V

RAPTURE—D—104m.—(CS)—Melvyn Douglas, Dean Stockwell, Patricia Gozzi—5310 (8-18-65)—Off-beat drama should hold interest in art spots—Filmed abroad—International Classics

RED DESERT—D-116m.—(TC)—Monica Vitti, Richard Harris—5255 (2-17-65)—Arty import—Italian-made; English titles—Rizzoli

RED LANTERNS—D-85m.—Jenny Karezi, Georges Foondas—5271 (3-31-65)—Lusty, interesting import for art spots—Greek made; English titles—Times

ROTTEN TO THE CORE—C-90m.—Anton Rodgers, Charlotte Rampling—5303 (7-21-65)—Amusing import—Cinema V—English-made

SAMSON VS THE GIANT KING—MD-91m.—(CS; EC)—Kirk Morris—5291 (6-9-65)—More unintentional chuckles than thrills—Italian-made; dubbed in English—John Alexander

7 DWARFS TO THE RESCUE, THE—NOV—84m.—Rosanna Podesta, Robert Risso—5265 (3-17-65)—Mild entry for the younger set—Italian-made; dubbed in English—Childhood Productions

SWEET AND SOUR—C-98m.—Simone Signoret, Jean-Paul Belmondo—5260 (3-3-65)—Cute, wacky import—French-made; English titles—Pathe Contemporary

SYMPHONY FOR A MASSACRE—D-115m.—Michael Auclair, Claude Dauphin—5295 (6-23-65)—Good import for art spots—Foreign-made—English titles—Seven Arts

TAXI FOR TOBRUK—D—90m.—(Dyaliscope)—Lino Ventura, Hardy Kreuger, Charles Azaavour—5265 (3-17-65)—Okay programmer for art or regulation spots—Filmed abroad; dubbed in English—Seven Arts

THANK HEAVEN FOR SMALL FAVORS—C—84m.—Bourvil—5265 (3-17-65)—Moderately amusing import—French-made; English titles—Int. Classics

VIOLENT AND THE DAMMED, THE—MD—62m.—Credits not available—5328 (9-22-65)—Gruesome footage poorly assembled on Panamenian prison break—Made in Panama; dubbed in English—ADP Int.

WHITE VOICES—C-93m.—(TC)—Paolo Ferrari—5295—(6-23-65)—Off-beat subject should prove effective in art spots—Italian-made; English titles—Rizzoli

YOLANTA—MU—82m.—(Magicolor)—Natalya Rudnaya—5265 (3-17-65)—Good operatic rendition for art spots—Russian-made; English titles—Artkino

THESE THEATRE-TESTED FORMS AVAILABLE TO MOTION PICTURI EXHIBITOR SUBSCRIBERS!

DATE BOOK FORMS:
. . . Pocket-Size-6 ring (3¾ x 6¾ in.) Dated full year supply $1.0
. . . Large Size-3 ring (9 x 12 in.) Undated 52 pages 5

SERVICE-KIT SYSTEM:
. . . Large Size complete set of: Date Book forms, Availability and Playoff Worksheets, Performance Record and Cut-Off sheets, Booking Calendar, Other Dividers 1.3
. . . Availability and Playoff Worksheets (9 x 12 in.) 10 pages 1
. . . Performance record and Cut-Off Sheets (9 x 12 in.) 20 pages 2

BINDERS, Plain:
. . . For Pocket-Size Date Book-6 ring. Soft leatherette. 1.3
. . . For Service-Kit System, Reviews, Service-Section. Stiff leatherette. 1.5

ZIPPER CASE BINDERS, Leather:
. . . 3-Ring, genunine cowhide. Tax Incl. 6.0

BOXOFFICE STATEMENTS:
. . . Regular theatre. Padded in 50's and punched (5½ x 9 in.). Per Pad 3
. . . Drive-in theatre. Padded in 50's and punched (5½ x 9 in.). Per Pad 3

PROGRAM AND RUNNING TIME SCHEDULES:
. . . For regular and drive-in theatres. Padded in 50's. Per Pad 3

BOOKKEEPING SYSTEM—Book:
. . . At-A-Glance (copyright) for regular and drive-in theatres. Annual record (9 x 12 in.) 1.7

BUSINESS ANALYSIS SPREAD-SHEETS:
. . . Drive-in theatres only. Large sheets (11 x 16 in.) Set of 13 sheets 5

PAYROLL FORMS:
. . . Weekly for regular and drive-in. Folding flap (8½ x 11 in.). Set of 52 sheets 1.30

EMPLOYEE EARNINGS RECORD CARDS:
. . . Annual card for each employee (8½ x 11 in.). All deductions. Set of 12 cards .40

PETTY CASH CONTROL SYSTEM:
. . . Voucher pads, numbered consecutively. (3 x 5 in.) Per Pad .... .30
. . . Weekly envelopes for filing full week's transactions. Set of 50 6

SERVICE MANUALS FOR TRAINING:
. . . Separate sections on regular and drive-in employees. Each .1

EXHIBITOR BOOK SHOP

317 N. Broad St.
Philadelphia, Pa. 19107

FEATURE FILMS PRODUCTION NUMBERS and NATIONAL RELEASE DATES CURRENT and COMING

his Is a listing of all production numbers and release tes, as made available by the companies, accurate to ne of publication. Additional information and other ming releases can be found in the body of the RVISECTION.)

Allied Artists

11	Finger On The Triger (Rory Calhoun)	May
	The Fool Killer (Landau) (Athony Perkins)	May
09	Tickle Me (Elvis Presley)	June
	Bikini Paradise (Janette Scott)	June
10	Gunmen Of The Rio Grande (Guy Madison)	June
12	Pie In The Sky (Lee Grant, Richard Bray)	July
07	Operation C.I.A. (Burt Reynolds)	Aug.
13	City Of Fear (Terry Moore) ..	Sept.
15	The Magic Weaver (Color Fairy Tale)	Sept.
	The Gentle Rain (Christopher George)	Oct.
	Frankenstein Meets The Space Monster	Oct.
	Curse Of The Voodoo	Oct.

American-International

05	Swingers Paradise (Cliff Richard)	May
06	Go Go Mania (The Beatles, The Animals)	May
504	War Gods Of The Deep (Vincent Price, Tab Hunter)	May
08	Ski Party (Frankie Avalon)	June
09	How To Stuff A Wild Bikini (Tommy Kirk, Annette Funicello, Mickey Rooney)	July
10	Sergeant Deadhead (Frankie Avalon, Deborah Walley)	Aug.
512	Die, Monster, Die (Boris Karloff, Nick Adams)	Sept.
513	Planet Of The Vampires (Barry Sullivan)	Sept.

Buena Vista

	The Monkey's Uncle (Tommy Kirk, Annette)	July

Columbia

5020	Die, Die, My Darling (Tallulah Bankhead)	May
502;	Synanon (Edmund O'Brien)	May
	Apache Gold (Lex Barker)	May
6002	Ganghis Khan (Stephen Boyd)	June
	The Collector (Terence Stamp, Samatha Eggar)	June
	The Great Sioux Massacre (Joseph Cotten)	Sept.
	Cat Ballou (Jane Fonda, Lee Marvin)	July
	Arizona Raiders (Audie Murphy)	Aug.
	Ship Of Fools (Vivien Leigh, Jose Ferrer)	Sept.
	Bunny Lake Is Missing (Lawrence Oliver, Carol Lynley)	Oct.
	Mickey One (Warren Beatty, Hurd Hatfield)	Oct.
	You Must Be Joking (Michael Callan, Terry-Thomas)	Oct.

Continental (Walter Reade-Sterling, Inc.)

	The Magnificent Cuckold (Claudia Cardinale, Ugo Tognazzi)	May
	Agent 008-¾ (Dirk Bogarde, Sylva Koscina)	June
	Time Of Indifference (Rod Steiger, Shelley Winters)	July

Embassy

	Il Successo (Vittorio Gassman)	May
	The Little Nuns (Catherine Spaak)	May
	Seaside Swingers (John Leyton)	June
	Requiem For A Gunfighter (Rod Cameron, Stephen McNally)	June
	Italiano Brava Gente (Arthur Kennedy, Peter Falk)	June
	Dingaka (Stanley Baker, Juliet Prouse)	July
	The Bounty Killer (Dan Duryea, Rod Cameron)	July
	The Fascist (Ugo Tognazzi, Georges Wilson)	July
	Casanova '70 (Marcello Mastroianni, Virna Lisi)	Aug.
	Darling (Dirk Bogarde, Laurence Harvey)	Aug.
	The Little Nuns (Catharine Spaak)	Sept.
	Git (Jack Chaplain, Heather North)	Oct.
	Village Of The Giants (Tommy Kirk, Charla Doherty)	Oct.

MGM

6521	Hercules, Samson and Ulysses (Kirk Morris, Richard Lloyd)	May
6520	Sandokan, The Great (Steve Reeves)	May
6522	Gunfighters Of Casa Grande (Alex Nicol)	May
6524	Joy In The Morning (Richard Chamerlain, Yvette Mimieux)	June
6525	Zebra In The Kitchen (Jay North)	June
6526	She (Ursula Andress, Peter Cushing)	June
6528	The Sandpiper (Elizabeth Taylor, Richard Burton)	July
6527	The Yellow Rolls-Royce (Ingrid Bergman, Rex Harrison, Shirley MacLaine, Omar Sharif)	July
6529	Operation Crossbow (George Peppard, Sophia Loren)	July
6601	Murder Most Foul (Margaret Rutherford)	Sept.
6608	Laurel and Hardy's Laughing 20's (Laurel and Hardy Compilation)	Sept.
6602	Once A Thief (Alain Delon, Ann-Margret, Van Heflin)	Sept.
6609	The Hill (Sean Connery, Harry Andrews)	Oct.
6604	The Secret Of My Success (Shirley Jones, Stella Stevens)	Oct.

Paramount

6419	Girls On The Beach (Beach Boys, Lesley Gore)	May
6420	The Amorous Adventures Of Moll Flanders (Kim Novak, Richard Johnson)	May
	In Harm's Way (John Wayne, Kirk Douglas)	June
6422	The Family Jewels (Jerry Lewis)	June
6423	Harlow (Carroll Baker, Peter Lawford)	June
6421	The Sons Of Katie Elder (John Wayne)	July
6414	Black Spurs (Rory Calhoun)	July
	Situation Hopeless But Not Serious (Alec Guiness, Michael Connors)	Aug.
	The Skull (Peter Cushing, Christopher Lee)	Sept.
	Seven Slaves Against The World (Roger Browne)	Sept.
	Revenge Of The Gladiators (Roger Browne)	Sept.
R6501	Pardners (Reissue) (Dean Martin, Jerry Lewis)	Sept.
R6502	Living It Up (Reissue) (Dean Martin, Jerry Lewis)	Sept.
R6505	Breakfast At Tiffany's (Reissue) (Audrey Hepburn)	Sept.
R6506	Sabrina (Reissue) (Audrey Hepburn)	Sept.
	Beach Ball (Edd Byrnes, The Supremes)	Oct.

20th Century-Fox

513	High Wind In Jamaica (Anthony Quinn)	May
	Rapture (Melvyn Douglas)	June
514	Up From The Beach (Cliff Robertson)	June
515	Von Ryan's Express (Frank Sinatra, Trevor Howard)	July
	Convict Stage (Harry Lauter, Donald Barry)	July
560	Those Magnificent Men In Their Flying Machines (All Star Cast; Road Show)	Aug.
	Saboteur (Morituri) (Marlon Brando, Yul Brynner)	Aug.
	The Reward (Max Von Sydow, Yvette Mimieux)	Sept.
	Weekend At Dunkirk (Jean-Paul Belmondo, Catherine Spaak)	Sept.
	Our Man Flint (Charles Coburn, Lee J. Cobb)	Oct.

United Artists

6506	Mister Moses (Robert Mitchum, Carroll Baker)	May
	Masquerade (Cliff Robertson)	May
6509	I'll Take Sweden (Bob Hope, Tuesday Weld)	June
6510	What's New Pussycat? (Peter O'Toole, Peter Sellers)	June
6511	The Glory Guys (Tom Tryon, Senta Berger)	July
	The Knack (Rita Tushingham, Ray Brooks)	July
6513	Help! (The Beatles)	Aug.
6514	Billie (Patty Duke, Warren Berlinger)	Sept.
	A Thousand Clowns (Jason Robards, Jr., Barbara Harris)	Sept.
	A Rage To Live (Ben Gazzara, Suzanne Pleshette)	Oct.

Universal

6509	The Sword Of All Baba (Peter Mann, Jocelyn Lane)	May
6510	The World Of Abbott and Costello (Compilation: Abbott and Costello)	May
6513	Fluffy (Tony Randall, Shirley Jones)	June
6511	Imitation Of Life (Reissue) (Lana Turner, John Gavin)	June
6512	Flower Drum Song (Reissue) (Nancy Kwan)	June
6514	Mirage (Gregory Peck)	June
6515	Secret Of Blood Island (Barbara Shelley)	June
6516	The Naked Brigade (Shirley Eaton, Ken Scott)	June
6517	The Art Of Love (James Garner, Elke Sommer, Dick Van Dyke)	July
6518	McHale's Navy Joins The Air Force (Joe Flynn, Tim Conway)	July
6519	Wild Seed (Michael Parks, Celia Kaye)	July
6520	A Very Special Favor (Rock Hudson, Leslie Caron)	Aug.
6521	Shenandoah (James Stewart)	Aug.
6522	I Saw What You Did (Joan Crawford, John Ireland)	Sept.
6523	That Funny Feeling (Sandra Dee, Bobby Darin, Donald O'Connor)	Sept.
6524	The Ipcress File (Michael Caine)	Oct.
6525	The Dark Intruder (Leslie Neilsen, Mark Richman)	Oct.

Warners

455	Dear Heart (Glenn Ford, Geraldine Page)	May
460	Brainstorm (Jeff Hunter, Viveca Lindfors)	May
461	The Woman Who Wouldn't Die (Gary Merrill)	May
463	The Third Day (George Peppard, Elizabeth Ashley)	July
462	Having A Wild Weekend (Dave Clark Five)	Aug.
551	Murieta (Jeff Hunter)	Sept.
	Marriage On The Rocks (Frank Sinatra, Dean Martin, Deborah Kerr)	Oct.
	The Great Race (Jack Lemmon, Tony Curtis)	Oct.
	La Boheme (La Scala Opera Company)	Oct.

CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum words. No cuts or borders. **4 consecutive** insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (See "A-Man" CORNER on this page for Help and Situations Wanted advertising.)

BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1. 75-500 combinations. 1, 100-200 combinations. Can be used for KENO $3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

NO FILM RENTAL if Midnight Show fails to fill your theatre to 1/2 capacity. BOX 287, c/o **M. P. EXHIBITOR**, 317 N. Broad St., Phila., Pa. 19107.

EQUIPMENT WANTED

WANTED: In-car heaters for Drive-In. Advise type, condition and cost. P.O. BOX 9811, Rochester, N. Y. 14623.

TOP PRICES PAID for soundheads, lamp-houses, rectifiers, projectors, lenses and portable projectors. What have you— **STAR CINEMA SUPPLY**, 612 West 55th St., New York 10019.

WANTED: Booth Equipment, Projectors—Simplex XL, Supers & E-7; Soundheads—Simplex XL, RCA 9030 and 9050; Lamps—Magnarc, Ashcraft or Excelite 100 or 135 amp. HARRY MELCHER ENTERPRISES, 3238 West Fond du Lac Ave., Milwaukee, Wisconsin 53210. Phone: 442-5020.

WANTED: Pair of series O lens 2". Write **RONALD BRUEGGEMAN**, 32 Lake St., Weymouth Mass.

NEW EQUIPMENT

INDESTRUCTIBLE MASONITE MARQUEE LETTERS, interchangeable all makes. 4"-50c, 6"-65c, 8"-75c, 10"-90c, 12"-$1.05, 16"-$1.75, 17"-$2.00, 24"-$3.00. Non-sliding spring 10c additional. 10% discount 100 letters assorted or over $60.00 list. Free sample! S.O.S., 387 Park Ave., South, New York 10016.

The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you* are looking for a job . . . or IF you* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in theree consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers ité And it is completely FREE!

***A (WO) MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.**

VIRGINIA CHAIN needs theatre manager, conventional or drive-in. Send full information and phone number to **BOX A915, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

WANTED: Seasoned manager. Sober, reliable, able make friends for business. Must know advertising, maintenance, concessions. Manage hard-top, supervise drive-in as City Mgr. Midwestern city. Good salary—excellent opportunity progressive, fast growing company. **BOX B915, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

SHOWMEN WANTED! Experienced drive-in and indoor managers and assistant managers. Openings available for Phila. exchange area. All benefits including fully paid retirement and insurance. Replies confidential. **BOX C915, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

ASST. MANAGER-MANAGER available. Have experience with large west coast chain. 26, single, can run booth. Would like to relocate with up and coming small circuit. **BOX D915, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

PROJECTIONIST WANTED. Full time, year-round position. State education, experience, references and salary expected in first letter. **LYON THEATRE CIRCUIT, Franklin, Va. 23851.** (915)

EXPERIENCED THEATRE MANAGER available. Will relocate for job opportunity and pension plan. Consider $130. weekly. Contact **Peter Daniels, 2125 1st Ave., N.Y.C. 10029** (922)

PROJECTIONIST AVAILABLE. Five years experience, non-union man. Prefer job in South Carolina if possible, but would accept in another state with right man. **ARTHUR T. WAGSTAFF, 321 St. James, Georgetown, S. C.** (915)

PROJECTIONIST with 20 years experience. 39 years old, would prefer job in Southeast. **C. R. Avant, Rt. 4, Box 35, Walterboro, S. C. Tel. 538-2323.** (922)

UNEMPLOYED YOUNG MAN desires job as theatre manager. Forty years old and single. Eleven years experience with a good chain. BOX A929, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

EXPERIENCED MANAGER, conventional or drive-in, immediate availability possible. BOX B929, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

WANTED: Licensed projectionist interested in working in New York City. BOX C929, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

SHOWMAN WANTED: Experienced man for indoor theatre, excellent opportunity for right man. BERGER AMUSEMENT CO., 317 Plymouth Building, Minneapolis, Minn. 55402. (929)

JOB WANTED anywhere. Projection, have some managing experience in small town, also some drive-in experience. Will go wherever job is. Have no ties here. Make offer. W. WOOLSEY FRAZIER, Hotel Macon, Macon, Mo. (929)

Address all Correspondence to— ***The A—MAN Corner*** **Motion Picture Exhibitor 317 N. Broad St., Phila., Pa. 19107**

50% BRIGHTER PICTURES WITH NEW SCREENS—Mattewhite, only 57¢ square foot: Mattewhite Lenticular or Pearglo, 89¢ square foot. SAMPLES FREE! S.O.S., 387 Park Avenue, South, New York 10016.

PROGRAMS

LET US SELL your coming pictures with our new Imperial Program or our Jet Folder. We have other printed products so low priced you will be amazed. Send your title and dates to "FEPCO" FILM EXHIBITORS PRINTING COMPANY, Box 795, Omaha, Nebraska.

SPEAKER CONES

DRIVE-IN SPEAKERS RECONED 90¢ EACH. All weather resistant material. Write for free sample. C & M RECONE COMPANY, 11 Witherspoon Street, Princeton, New Jersey.

THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY, INC., 100 Taylor Street, Nashville 8, Tennessee.

SPECIALISTS IN REBUILDING CHAIRS. Best workmanship, reasonable prices. Have men, will travel. Rebuilt theatre chairs for sale. NEVA BURN PRODUCTS CORP., 262 South St., N. Y. C.

THEATRES FOR SALE OR LEASE

VICINITY Front and Lehigh Avenues, Philadelphia. Ready to open. Seats 700. Air Conditioned, fully equipped. Write TOM JOYCE, 100 West Lehigh Ave., Philadelphia, Pa. 19133. Telephone 215-GA 5-3800.

THEATRES FOR SALE

300-CAR DRIVE-IN THEATRE complete. East Central Indiana, $17,500 full price, $5,000 will handle. TOM MATTOX, Realtor, 123 E. First St., Rushville, Indiana. Phone 932-2444.

SEQUOYAH AND SOONER Drive-In Theatres in fast growing Sallisaw, Okla. Bargain Terms. EARL PHILLIPS, Sallisaw.

WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION. E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

MOVING?
ADDRESS CHANGING?

You won't miss your weekly copy of MOTION PICTURE EXHIBITOR if you are changing your address, or if the Post Office insists on delivering only to a box number, *providing you let us know the new mailing address three weeks in advance of the change.* Send us your new, correct mailing address with the address portion of the wrapper or envelope bringing you your copy. And please include your Zip Code!

Please notify:

MOTION PICTURE EXHIBITOR
CIRCULATION DEPARTMENT
317 N. Broad St., Phila., Pa. 19107

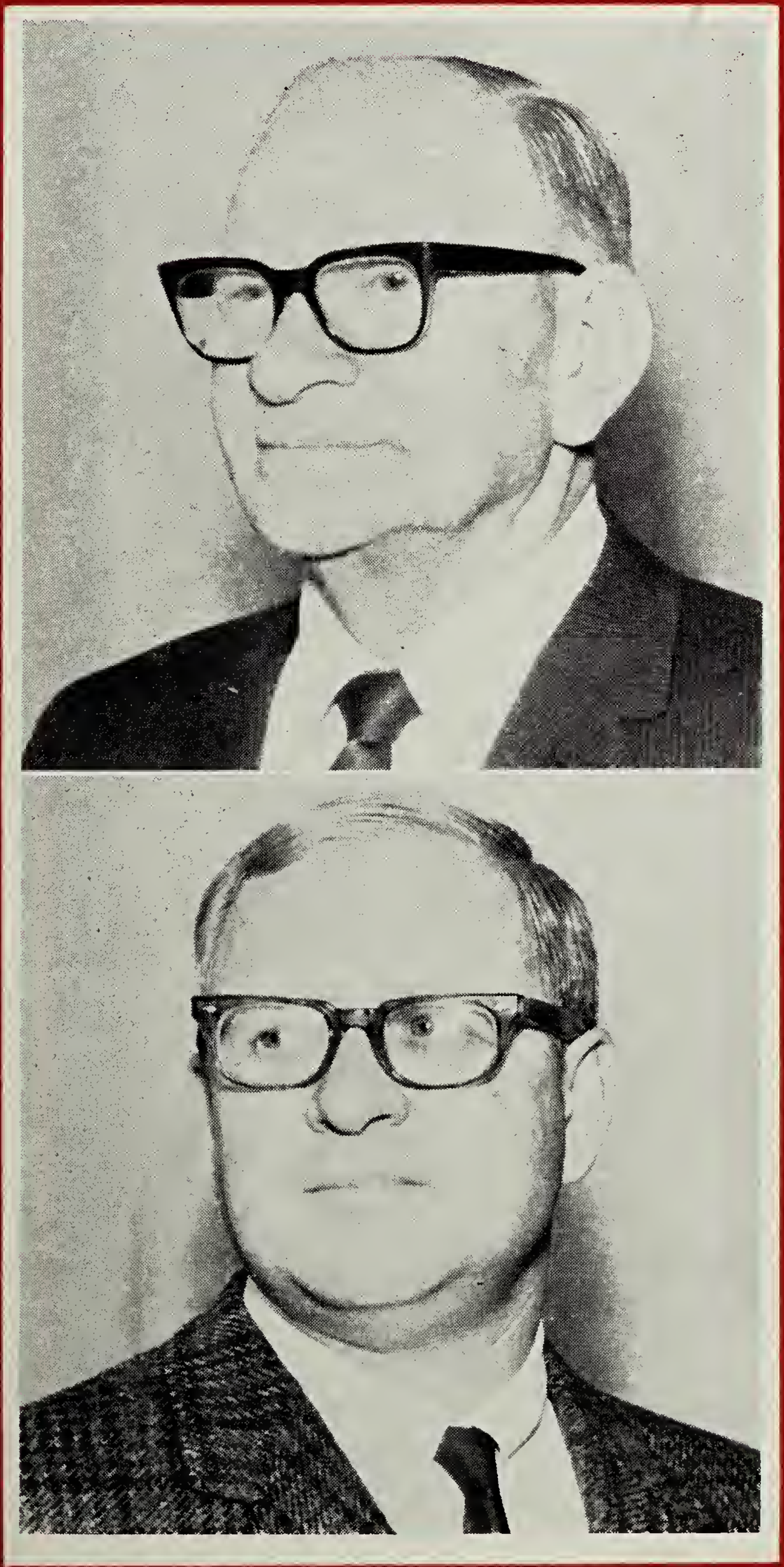
THE EXTRA STAR ON YOUR MARQUEE
COLOR BY
Technicolor®
SON'S
AURANT
HOWARD
Johnson's
COCKTAILS
RESTAURANT
FORU

MOTION PICTURE EXHIBITOR

OCTOBER 6, 1965

Volume 74 Number 10

IN THREE SECTIONS · THIS IS SECTION ONE



Louis (Whitey) Molitch (top) and his son, Matthew T., announced that they had purchased Clark Transfer, Inc., Philadelphia, the nation's largest film carrier, from the estate of the late James P. Clark.

Canadian Circuit Pioneers Ideas

(See Page 6)

Redstone To Keynote Allied Convention

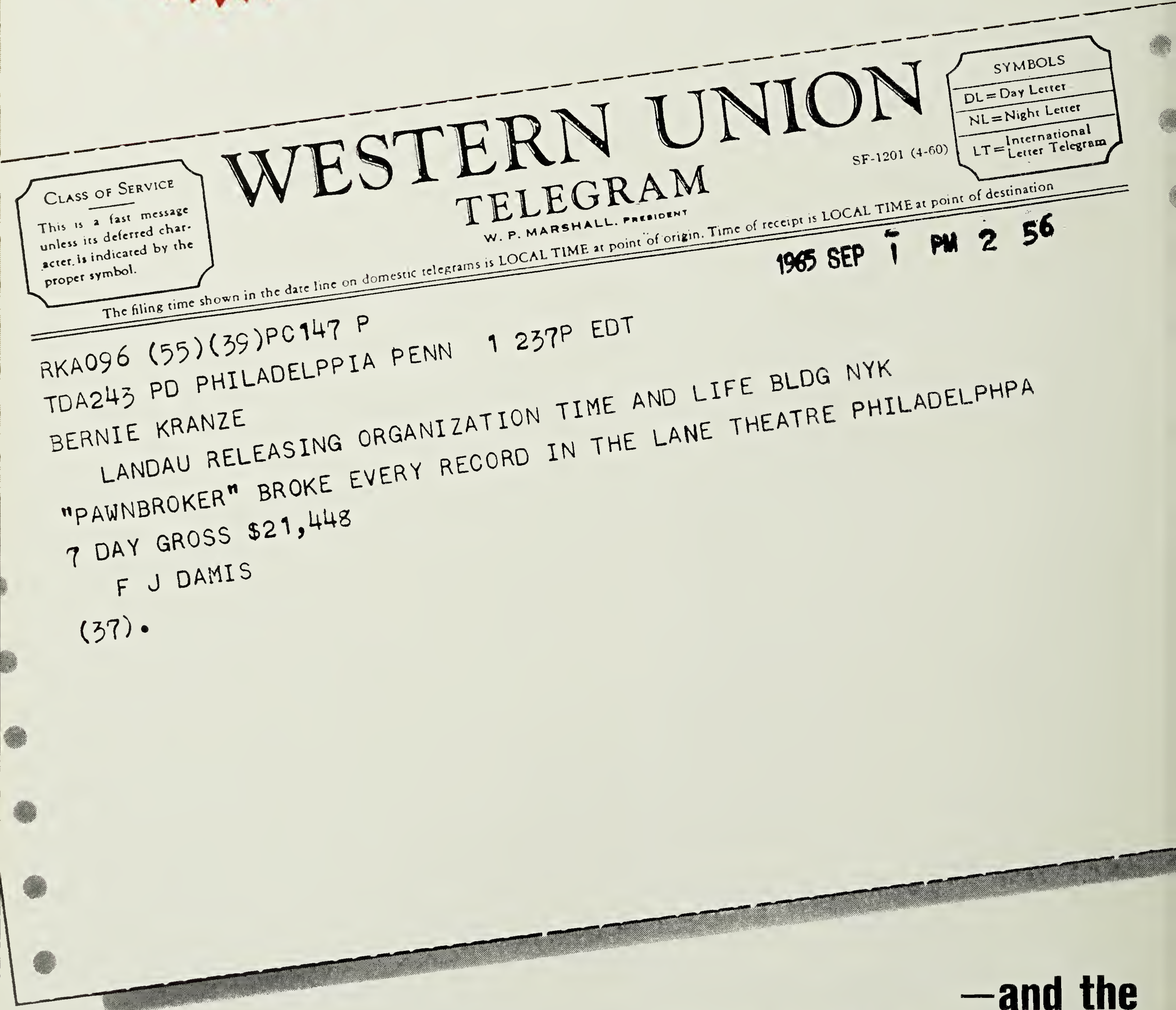
(See Page 8)

MOVIE FAN LOOKS AT A CRITIC . . .

see editorial—page 3

Certified Progress Report on

THE PAWNBROKER



CLASS OF SERVICE

This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION

TELEGRAM

W. P. MARSHALL, PRESIDENT

SF-1201 (4-60)

SYMBOLS

DL=Day Letter

NL=Night Letter

LT=International Letter Telegram

The filing time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination

1965 SEP 1 PM 2 56

RKA096 (55)(39)PC147 P
TDA243 PD PHILADELPPIA PENN 1 237P EDT
BERNIE KRANZE
LANDAU RELEASING ORGANIZATION TIME AND LIFE BLDG NYK
"PAWNBROKER" BROKE EVERY RECORD IN THE LANE THEATRE PHILADELPHPA
7 DAY GROSS $21,448
F J DAMIS
(37).

—and the second week was $20,586 —better than any first week in the theater's history!

LRO THROUGH ALLIED ARTISTS

DISTRIBUTED BY
THE LANDAU RELEASING ORGANIZATION
THROUGH ALLIED ARTISTS

The Trade Paper Read by Choice—Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 3110 Elm Avenue, Baltimore, Md. 21211. New York field office: 1600 Broadway, Suite 604, New York 10019, West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.: Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecoff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: $2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, $5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WAlnut 2-1860.

Member Audit Bureau of Circulations

MOTION PICTURE EXHIBITOR Plus... SHOWMEN'S TRADE REVIEW

Volume 74 • No. 10 OCTOBER 6, 1965 Our 47th Year

A MOVIE FAN LOOKS AT A CRITIC

Harry Golden publishes America's most unique newspaper, the highly personal Carolina Israelite. His column, "Only In America," is syndicated in many newspapers throughout the country, and he has also written several best-selling books. He is warm and wise, and he also happens to be a movie fan. The following column is reprinted from the Philadelphia Bulletin and Bell-McClure Syndicate. Bless you, Mr. Golden, for reminding us all—even those of us in the motion picture industry—just what the movies really mean. Mr. Golden writes:

Judith Crist, the estimable movie reviewer for "The Herald Tribune," now appears regularly on the "Today" Show. Every day in her column and every week on television Judith tells a vast audience what movies dismayed her yesterday. I am afraid that many of these readers and viewers take her seriously. Unsuccessfully, Hollywood moguls, as they like to call themselves, have prevailed upon Judith with special pleas and special trips to softpedal her rather stern opinions about what a good movie ought to be. But Miss Crist does not have a nation-wide following because she can be bought or flattered.

Her prose is excellent. Her insights are often valuable and inspiring. But I do not think she understands movies. In fact, I challenge the whole idea of movie criticism. It is one thing to sit in a dark room with two or three of our colleagues watching 60 million Americans who go to the movies once a week or once a month or three times a year.

I started at the beginning. I have been going to movies for 55 years. I watched Louise Fazenda and Bronco Billy Anderson, and saw them succeeded by Rudolph Valentino and Pola Negri, and saw them succeeded by James Cagney and Jean Harlow, and they by Rock Hudson and Sophia Loren.

One of the truths I have learned through this life-long experience is that movies were never meant to be edifying. Indeed, there's enough edification in this world including newspaper columnists and critics.

What the movies always guarantee is relaxation through anonymity. That is why the movie I saw last night, whatever it was, did not annoy me. Over my lifetime I have seen only one truly bad movie, the only movie that ever really annoyed me, and that was "The Five Little Peppers Grow Up."

It is possible that Miss Crist, sitting in the projection room with pad, pencil and deadline, misses the truth that some of the truly bad movies are still joyous occasions.

One of the fondest memories I have is that of the late Sir Cedric Hardwicke, of all people, that brilliant English actor, in a movie with the title, "The Invisible Man Returns." Why Sir Cedric Hardwicke was miscast I have no idea unless it was that Claude Rains had refused to return after inaugurating this improbable series. Sir Cedric spent the narrative chasing the invisible man and finally had him cornered with a loaded forty-five above a coal shute. He took careful aim with his automatic.

Up in the balcony, someone shouted, "For heaven's sake, don't shoot him! Shoot me!"

Everybody laughed. And as we piled out of the movie when "The End" flashed the whole audience realized we had had a moment of enjoyment.

Miss Crist must learn that nothing relaxes a man like a movie. Often, in the middle of the working day I leave my desk and perambulate over to the Visulite Theatre up the street from my office. I do not look at the posters, don't even worry what's playing . When the cashier says, "The movie has already started, Sir," I reply, "Don't worry dearie, I'll catch on."

That's what the movies are for.

COOPERATION OR CANNIBALISM?

We have commented many times on the curious ability to cut their own throats displayed by various elements of the motion picture industry. This seems to be a general condition, not restricted to exhibitors, distributors, or movie-makers.

Although we know these elements exist, it is something of a shock each time they show themselves.

Last week, we were speaking to a legislator of the State of Pennsylvania. The discussion centered on the recent law repealing amusement taxes throughout the state (with the exception of Pittsburgh), effective Jan. 1, 1966.

He told us of an exhibitor (who shall mercifully remain nameless) who approached a member of the State Legislature after he had been turned down by a local zoning commission in a bid to construct a drive-in theatre. The exhibitor, anxious to receive favorable consideration and a reversal of the zoning ruling, suggested to the legislator that the area would benefit greatly through the revenue obtained via the admissions tax.

At the same time, this exhibitor's fellow industryites were waging a back-to-the-wall battle in an effort to eliminate the onerous tax. We can understand that greed and personal gain can be powerful motivating forces, but this theatreman's selfish, unbusinesslike approach to a problem vitally affecting his entire industry is a shining example of what's wrong with the world of motion pictures.

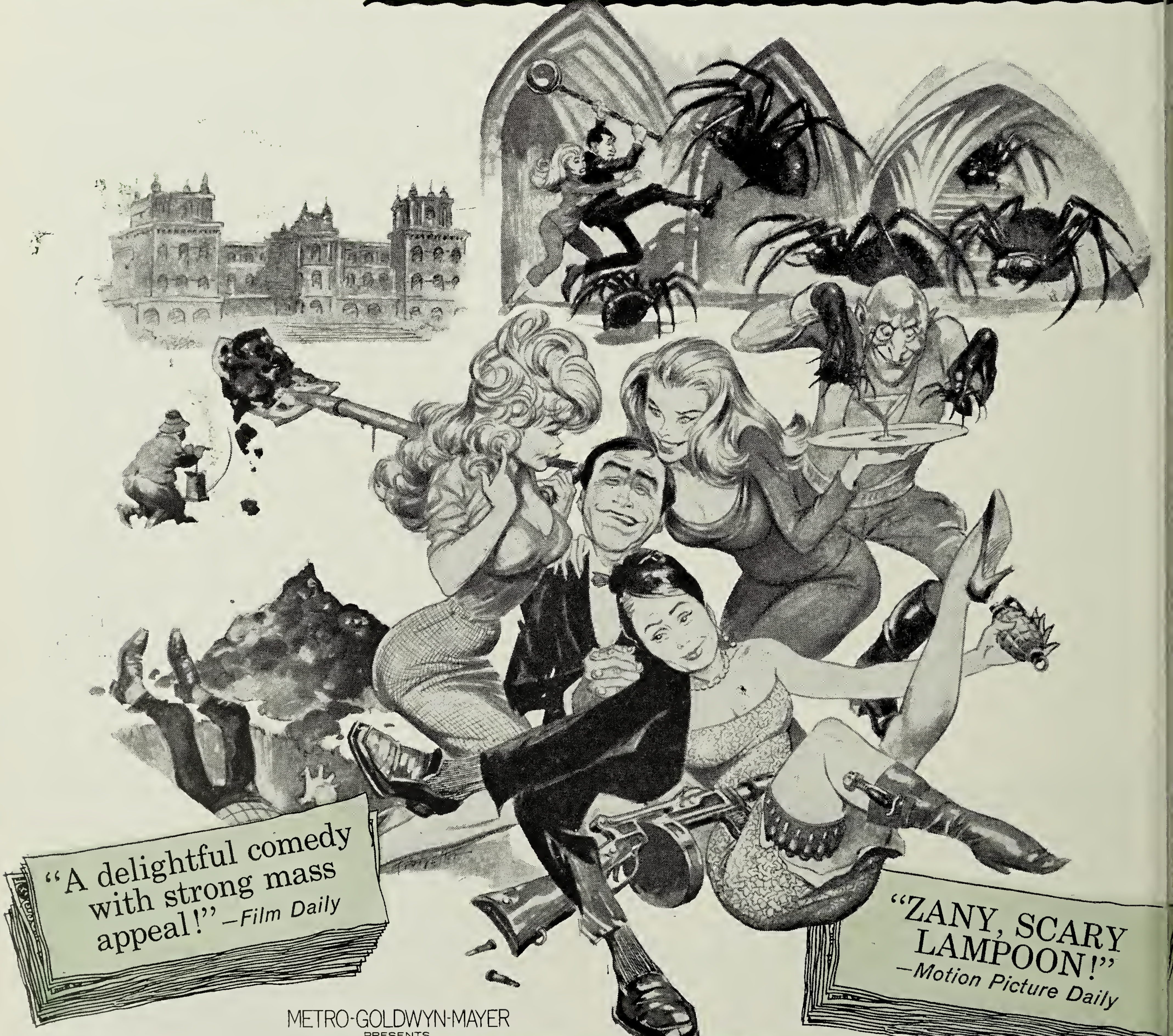
It seems to us that the merger of theatremen into a single organization came not a moment too soon. We hope the new association wins the support of all exhibitors and that selfishness and greed take a back seat for good.

The industry will move ahead only if theatremen everywhere pull in the same direction. Otherwise, the world belongs to the cannibals.

THE SECRET OF MY SUCCESS

OR:

How Three Gorgeous Girls Love for Fun, Murde for Profit...and Make Your Box-office Look Beautiful!



"A delightful comedy with strong mass appeal!" —*Film Daily*

"ZANY, SCARY LAMPOON!" —*Motion Picture Daily*

METRO-GOLDWYN-MAYER
PRESENTS

THE SECRET OF MY SUCCESS

STARRING

Shirley Jones · Stella Stevens · Honor Blackman · James Booth · Lionel Jeffries

SCREEN PLAY BY ANDREW L. STONE · DIRECTED BY ANDREW L. STONE · PRODUCED BY ANDREW and VIRGINIA STONE · IN PANAVISION® AND METRO COLOR

NEWS CAPSULES

FILM FAMILY ALBUM

Diamond Rings

Mr. and Mrs. Jack Letteris announced the engagement of their daughter, **Minda Sue**, to **Jeff Stuart Wilder**, son of **Mr. and Mrs. Leo Wilder.** The future bridegroom's father is promotion manager for Warner Brothers, New York.

Obituaries

Maynard K. Baird, 68, international representative, IATSE, died at Knoxville, Tenn., after a lingering illness. He was a charter member of Knoxville Moving Picture Machine Operators Local 405. Survivors include his wife, five children (one of whom, Maynard, Jr., succeeded him as business agent of Local 405) and a brother, **Herbert**, also a member of Local 405.

Sam Baker, 71, president and founder, Associated Independent Theatres, Inc., died while on a visit to California. His Long Island based circuit recently launched an extensive expansion program with acquisitions and new theatres throughout the country. Survivors include his widow, two sons, five grandchildren, and a brother, **Irving**.

J. B. Barron, 77, one of Canada's leading motion picture pioneers and operator of four Calgary theatres in association with the Odeon Company, died of a stroke.

Charles M. Beilan, booker and buyer for Hamid Theatres of Atlantic City, N. J., and long a film salesman in the Philadelphia area, died. He is survived by his wife, two daughters, and a son, as well as three grandchildren.

Gunther R. Lessing, 80, a vice-president and retired board member of Walt Disney Productions, died following a short illness.

Lt. Walter Neville Levy, 27, son of William B. Levy, was killed in action in Viet Nam. He is survived by his parents, **Mr. and Mrs. William B. Levy.** His father was managing director of Walt Disney Productions in Great Britain and sales representative for the Disney New York office.

S. Barret McCormick, 75, died of a heart attack at his home. He retired in 1952 as head of advertising and publicity of RKO Radio Pictures. In silent film days, he was a director and author.

Fred Quimby, 79, pioneer in the production of film cartoons that brought him eight Academy Awards, died at St. Johns Hospital, Santa Monica, Cal., following surgery. He was best known as head of the MGM cartoon studio.

Joseph (Joe) Saperstein, 75, associated with motion picture theatres in Troy, Albany, and Ithica, N. Y., as well as in Connecticut, for some 50 years, died in Greensboro, N. C.

Joseph S. Silver, 69, manager of William Goldman's News for 25 years, died in Misericordia Hospital, Philadelphia. He was formerly connected with the theatrical advertising department of the old Philadelphia Ledger. He is survived by his wife, a daughter, and two sons, and six grandchildren and a sister.

FORMS FOR THIS PAGE CLOSED AT 5 P.M. ON MON., OCT. 4

NSS Embarks On Major Two-Year Expansion Plan

NEW YORK—National Screen Service Corporation, the biggest U. S. manufacturer and distributor to most of the nation's motion picture theatres of their advertising needs such as lobby displays, signs, billboards, and coming-attraction trailers, has embarked on a two-year expansion and modernization program to meet the growing needs of the resurgent motion picture business.

The expansion program, already underway, was announced by Burton E. Robbins, president of the almost 50-year-old company.

"We have tripled our production capacity this year and will continue to increase our capacity next year," Robbins said. "Even more importantly, we are streamlining our promotional aids to give them a new modern showmanship look."

In its vast expansion program, National Screen Service is investing heavily in new equipment, plant space, creative personnel and research.

Robbins said that National Screen Service will continue to improve its products and services despite spiraling costs. Because of saturation booking and new complex film sales distribution plans, National Screen Service must stockpile vast quantities of advertising material in order to service many theatres playing the same motion picture at the same time. This complicated servicing requirement makes NSS operations vital to the industry, according to Robbins.

As a result of its major business of servicing the nation's motion picture theatres, National Screen Service has been engaged by non-movie companies for the preparation of their advertising aids. In response to this commercial business, National Screen Service this year formed a new company, Advertising Industries, Inc., headed by executive vice-president Milton S. Greenman, which consolidates the diverse printing and production facilities to serve non-movie advertisers.

ATIONAL GENERAL
CORPORATION

Eugene V. Klein, president, National General Corporation, addresses a recent meeting of Fox West Coast Theatres' managers in Los Angeles.

BROADWAY GROSSES

Theatres Battle News Strike

NEW YORK—Despite the newspaper strike, the Broadway first runs continued at a fair pace last week, with Warners' "The Great Race" at Radio City Music Hall leading the parade.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"THE GREAT RACE" (Warners). Radio City Music Hall, with usual stage show, continued its great pace, with $105,000 reported for Thursday through Sunday, and $165,000 sure for the third week.

"THOSE MAGNIFICIENT MEN IN THEIR FLYING MACHINES" (20th-Fox). DeMille stated the 16th week was $19,700.

"THE SOUND OF MUSIC" (20th-Fox) Rivoli claimed $42,000 for the 31st week.

"MARRIAGE ON THE ROCKS" (Warners). Loew's Capital did $27,000 on the second week.

"THE SABOTEUR" ("MORITURI") (20th-Fox.) Loew's State claimed $13,000 for the sixth week.

"THE HALLELUJAH TRAIL" (UA). Astor did $15,000 on the opening week of the "showcase" showing.

"SHIP OF FOOLS" (Columbia). Victoria had $14,000 for the 10th and final week.

"THE GREATEST STORY EVER TOLD" (UA). Warner Cinerama claimed $15,000 for the 33rd week.

"MY FAIR LADY" (Warners). Criterion, with road show policy, reported $36,000 for the 50th week.

General Cinema Stock Split

WILMINGTON, DEL.—Stockholders of Boston-based General Cinema Corporation approved a 5-for-4 split in the company's common stock, raising the number of shares outstanding from 1,012,845 to an approximate 1,266,000 shares, subject to fractional adjustments. The vote was 868,516 shares in favor and 883 opposed.

It is expected, a company statement said, that certificates representing the additional shares and cash in lieu of fractional shares will be mailed Oct. 28, 1965, to stockholders of record Oct. 6, 1965.

The authorized capital stock will be increased from 1,470,000 shares of common stock without par value to 1,837,500 shares of common stock without par value.

Robert Kurland, assistant secretary, told newsmen that all indications are that the fiscal year ending Oct. 31, 1965, will be better than fiscal 1964 when revenues were $20,815,058 and net income was $1,347,085 or $1.33 per share.

Reardon To Gen. Cinema

PHILADELPHIA — Carl Reardon, local branch manager of Universal, has resigned from the company with which he was connected for 28 years, to become buyer for General Cinema Corporation.

Canadian Circuit Looks To Future

20th Century Theatres Marks 30th Anniversary; Taylor Urges All-Industry Research; PR Program

TORONTO—"Color tv may not pack the wallop of its black and white original insofar as motion picture exhibitors are concerned, but its effect is bound to be felt. Theatre operators should cope with it not in panic but as resourceful showmen with a coherent battle plan," N. A. Taylor, president of 20th Century Theatres, told his company's recent annual convention in Toronto's Park Plaza Hotel. The two-day event also marked the company's 30th anniversary.

"As seasoned showmen, we must not lose our heads but should continue to act as entrepreneurs in serving the public and selling our attractions on a more desirable basis," said Taylor, making the keynote address within the convention's theme, "Zooming Into a Bright New Era."

"If asked to select one word as representing the most essential element for success in our business," he said, "I would choose the word fluidity, meaning we must at all times be able to and expect to change our ideas and type of thinking in conformity with conditions which themselves are always changing. What may have been valid thinking a year or two ago or even last week may be passe or useless today. This encompasses the type of entertainment we sell, the way we sell it, and the way we buy it."

Referring to his circuit's progress, Taylor said: "As I told you last year, grosses and attendances, in common with theatres througout the country, hit bottom in 1962. The year 1963 showed an improvement, and 1964 was still better. Again this year, the chart points upwards, and this would appear to be the trend in the immediate years ahead."

He submitted a three-point formula for the coming era: 1. Give the public good entertainment of the kind it wants to see. 2. Give them comfortable and inviting theatres. 3. Find new and ingenious ways to sell the available attractions.

Distributors, Taylor said, would appear to have done "a splendid job" of adjusting to the tv era. "I think in this past year, there have been more important and desirable attractions released than in any year in the history of our business."

Describing the evolution of tv in the last 10 years as a "jig-saw puzzle," Taylor told his audience, representing head-office executives and managers from company theatres throughout Ontario and from as far west as Vancouver and Victoria: "It starts to take full shape when we realize that the motion picture business and tv have been merged to a point where they are today practically one business. The economy of making feature films is now usually based on the anticipation of final-end selling to tv. Distributors no longer seek to hide behind a facade but openly admit that selling old and not so old films to tv is legitimately part of their business and sometimes employ the same salesmen to do just that."

N. A. Taylor, 20th Century Theatres' president, is congratulated by veteran manager and Ottawa City supervisor Ernie Warren, who made presentation to Taylor and associates on behalf of the circuit's managers at the 30th anniversary convention at the Park Plaza Hotel, Toronto, Ontario, Canada. The presentation took the form of a donation to Toronto Variety Club, Tent 28, for the Variety Village for Handicapped Children.

Taylor also cited increased automobile ownership as a contributing factor to exhibitor malaise in the 50's and early 60's. Firstly, there was the actual expenditure, draining entertainment budgets. Secondly, there were the more distant horizons made attainable by transportation. Thirdly, the growing reluctance to walk and consequent preference only for those places where there was convenient and, preferably, free parking.

"Thus," he said, "we are able to note the rise of the shopping centre theatre, usually located close to heavily trafficked highways and with plenty of free parking; a classic example being Yorkdale Shopping Centre right here in Toronto. When we met some 18 months ago we had just opened a dual auditorium in Yorkdale, and I'm pleased to report the operation has been eminently successful. Visitors from all over the United States and from England have marveled not only at the physical properties of the theatres—the dual operation, but also at the concept of actually locating in the basement. This is truly a theatre of the future."

Downtown locations are not excluded form contemporary building plans, Taylor said, but the concept has changed. "A combination of high land values and building costs now makes it almost impossible to build a free standing theatre in such locations today," he said. "However, there is a trend to locating theatres in new downtown high-rise buildings, even in the basements, a fine example of this being the dual Cinemas located in Place Ville Marie in Montreal, in which we are partners. These are really basement theatres, but entry is off a shopping mall. They are extremely successful. We are presently negotiating for this type of dual basement theatre in another large city.

The dual auditorium idea. poineered by 20th Century Theatres in 1948 with the Elgin and Little Theatres in Ottawa was, in Taylor's opinion, the "ideal answer" to contemporary theatre operation. "Suffice it to say that in the future we shall avoid building anything less than a dual, if at all possible," he said. He amplified this statement by confirming that the circuit would build a "triple-aud" in a

(*Continued On Page* 17)

Clark Transfer Sold To Louis & Matthew Molitch

PHILADELPHIA—Clark Transfer, Inc., the nation's largest film carrier and theatrical transfer company, has been sold by the estate of the late James P. Clark, its founder, to Louis (Whitey) Molitch, who has been in the film transportation business since 1918, and his son, Matthew T. Molitch. Instrumental in the sale was Margaret (Peggy) Clark, widow of the founder.

Louis Molitch got his start in this business while still in grammar school by bicycling reels for Jake Wolf between the Empress and Ideal Theatres in south Philadelphia. In 1919, he went to work for Fred Sulzbach, who operated the first film messenger service between the Bethlehem-Allentown-Easton area and Philadelphia. Molitch later worked for Max Brueckman and Harry Blackman, known as B & B Messengers, operating between Philadelphia and Atlantic City.

In 1925, Louis Molitch joined Horlacher Delivery Service (later known as Highway Express Lines, Inc., predecessor of Clark Transfer, Inc.) as a salesman, and remained with the organization, becoming its president earlier this year. One of his first jobs with the company was to open the Washington branch—whose film delivery routes still serve the theatres in the Maryland-Virginia territory.

Back in 1927, Jim Clark became partners with John Horlacher, and out of this evolved Highway Express Lines, Inc., which became one of the largest film, newpaper, and general freight carriers in the east. Their film and newspapers routes now operate from New York City south to Norfolk, Va., and west to Staunton, Va., Cumberland, Md., and Wiliamsport, Pa. Clark Transfer, Inc., serves both the Philadelphia and Washington, D. C., exchange areas.

In 1948, Clark started to handle legitimate shows between the baggage cars and the theatres in Philadelphia and Washington, D. C. Two years later, the company started to transport legitimate theatre attractions by tractor-trailer along the entire east coast. The Interstate Commerce Commission issued authority to Clark to transport these shows all over the United States upon showing that rail service could no longer satisfy the needs of the theatrical producers.

Fourteen tractor-trailers will be on tour this season, and the list of touring shows grows each season.

Matthew T. Molitch, 30, a graduate of Central High School and New York University, received his L.L.B. from George Washington University School of Law and is a member of the bars of the District of Columbia and the Commonwealth of Pennsylvania. He joined the company in 1957 and served as the southern division manager in the Washington, D. C., zone. In 1964, Matthew Molitch came to Phildelphia as the company's general manager. He has served as executive secretary of the Film Carriers Conference of the American Trucking Associations and as vice-president of the American Trucking Associations in Washington, D. C.

Koken To Be Honored At Industry Luncheon

NEW YORK—The theatre, concessions, and vending industries will honor Lee Koken at a special luncheon to be held at the Americana Hotel in Wednesday, Oct. 13. Koken recently resigned from his RKO Theatres post.

Bert Nathan, president of Bert Nathan Enterprises, Oceanside, L. I., is chairman of the event, with Charlie Okun, retired Coca-Cola executive, co-chairman. The testimonial luncheon committee consists of Ed Finneran, Pepsi-Cola Co.; Mike Garone, Coca-Cola Co.; Abe Fogel, Union News Co.; Jack Levin, chief barker, New York Variety Club; Ben Newman, Newman - Weisman Associates; Harold Newman, vice-president, Century Theatres; Leonard Pollack, Loews Theatres; Sam Rubin, vice-president, ABC Consolidated Corp.; Mike Stein, Stein Woodcraft Corp.; Jack Yellin, Stanley Warner Corp.; Lou Abramson, executive director, N.A.C., Chicago; and Joe Alterman, TOA, New York.

Koken had been with RKO 32 years. For the last 18 years, he headed the concessions and vending phase of the theatre chain and also was in charge of in-plant feeding for the various other Glen Alden industrial divisions. Prior to that, he was a New York theatre division manager and previously managed many of New York's larger RKO theatres. Koken is a past president of N.A.C., having served two elective terms. He is also active in various charity fund drives such as Boy Scouts, U.J.A., and the N. Y. Variety Club. For Variety, he is this years "Celebrity Ball" coordinator and spearheads the raffle awards.

Odeon Shifts Managers

TORONTO—Announcements of managerial changes in British Columbia theatres were made by Odeon vice-president and general manager Frank H. Fisher.

Bob Kelly, an Odeon theatre manager for the past 20 years, has resigned to take up a position as general manager of a winter sports club. His post at the Odeon-New Westminster will filled by Bob Fraser, formerly of the Coronet, a theatre now taken over by Jim Moore in his move from the Odeon-Vancouver.

Paul Roberts, formerly acting manager of the Circle-Vancouver, has been appointed manager of the Odeon-Victoria; his successor at the Circle is Bruce Jacob, former assistant manager of the Vogue.

Len St. Laurent, previously acting manager of the Totem-North Vancouver, has been appointed manager of the same theatre. The new manager of the Odeon-Vancouver is John Bernard, formerly of the Park, a post now occupied by Mrs. Anne Burrell. Mrs. Burrell's position at the Odeon-West Vancouver has been taken over by Bill McDonald, leaving his previous appointment as Fraser theatre manager to Ron Keillor, former assistant.

Foreign Press Awards

LOS ANGELES—Elke Sommer and Stephen Boyd accepted the winning plaques in behalf of Joseph E. Levine from the Hollywood Foreign Press Association at a party honoring the winners of the organization's 1965 annual awards for outstanding foreign films.

"Casanova 70" and "Darling," Levine presentations via his Embassy Pictures, and Reade-Sterling's "Circle of Love" were unanimously voted award winners by HFPA members. Agnes Moorehead accepted the plaque for "Circle of Love."

Theatre Circuit Execs Join Group To Support Para. Management Team

NEW YORK—Heads of the nation's leading theatre circuits as well as individual stockholders have volunteered to serve on the executive panel of the Paramount Stockholders and Customers Protective Committee, it was announced by Sumner M. Redstone, president of Theatre Owners of America, who organized the committee on the direction of the board of directors.

The executive group, which has been authorized to take whatever steps it deems necessary to support the Paramount company and its management through the Stockholders and Customers Protective Committee, consists of:

Jack Armstrong, president, Armstrong Theatres, Bowling Green, Ohio, and president, Allied States Association of Motion Picture Exhibitors; Myron Blank, president, Central States Theatre Corp., Des Moines, ant treasurer, Theatre Owners of America; Harry Brandt, president, Brandt Theatres, New York, and president and chairman, Independent Theatre Owners Association; Samuel Ehrenberg, partner, Ehrenberg & Sons, clothing manufacturers, Clifton, New Jersey; S. H. Fabian, president, Stanley Warner Corp., New York, and director, Theatre Owners of America; Marshall Fine, president, Associated Theatres, Cleveland, and chairman of the board, Allied States Association of Motion Picture Exhibitors; Eugene V. Klein, president, National General Corp., Los Angeles; Harry Mandel, president, RKO Theatres, New York, and vice-president, Theatre Owners of America; Ben Marcus, president, Marcus Theatre Management Corp., Milwaukee, and chairman, executive committee, Allied States Association of Motion Picture Exhibitors; E. D. Martin, president, Martin Theatres, Columbus, Georgia, and director and former president, Theatre Owners of America; David Means, investment counsellor, Bangor, Maine; Samuel Pinanski, president, American Theatres Corp., and honorary chairman of the board, Theatre Owners of America; Sumner M. Redstone, chief executive officer, Northeast Drive-In Theatre Corp., Boston, and president, Theatre Owners of America; Sheldon Smerling, president, Beacon Enterprises, Beverly Hills, Calif.; John H. Stembler, president, Georgia Theatre Company, Atlanta, and chairman, finance committee, and former president, Theatre Owners of America; and Mitchell Wolfson, president, Wometco Enterprises, Miami, Florida, and director and former president, Theatre Owners of America.

The committee, of which Redstone is chairman, was created as a manifestation of the confidence of the stockholders and thousands of theatre owners and operations in the experience and ability of the present Paramount management, the TOA president stated, Redstone added that market conditions are now ideal for Paramount to devote its full resources to its major business—"the production and distribution of motion pictures for the theatres of the world, a task for which the present management team is well qualified."

Russell V. Downing, left, president and managing director, Radio City Music Hall, New York, and Charles Boasberg, general sales manager for Paramount Pictures, conclude an agreement for the forthcoming engagement of "Judith" at the New York showplace.

Mort Segal To MGM As Assistant To Terrell

NEW YORK—Mort Segal has been appointed special assistant to Dan S. Terrell in all areas of advertising, publicity, and promotion, it was announced by Terrell, MGM executive director of advertising, publicity, and promotion.

Segal will resign as publictiy director of 20th Century-Fox to assume his duties in the newly created MGM post, effective Oct. 18.

Terrell stated, "The appointment of Segal is a further move designed to strengthen the growing MGM publicity, promotion, and advertising departments in relation to the incdeased line-up of important films about to be released and going into production."

In addition to the roadshow presentation of "Doctor Zhivago," which has its world premiere at Loew's Capitol, Dec. 22, MGM will be releasing its strongest list of major attrations in years as well as preparing an important production program for the next year.

Joining 20th-Fox as publicity manager in January, 1963, Segal subsequently became publicity director and assumed the responsibility for the supervision and development of all production and distribution publicity campaigns. He was previously assistant publicity manager for Paramount Pictures.

Priar to joining Paramount, Segal had been a producer of plays on and off-Broadway. He began his career as a theatrical publicist.

Levine To Relight Paramount

NEW YORK—Joseph E. Levine, one-third owner of the property with partners David Rosenthal and Philip Levin, announced he will reopen the Paramount Theatre early or mid-December with United Artists' James Bond feature, "Thunderball."

IFIDA Fills Awards Post

NEW YORK—Norman Robbins, vice-president and general manager, National Screen Service, will serve as accessories chairman for the International Film Awards Dinner,

TOA's Redstone Keynotes Allied Convention To Herald Exhib Unity

DETROIT—Sumer M. Redstone, president of Theatre Owners of America, will deliver the keynote address at the Allied theatre owners convention in Pittsburgh on Monday, Oct. 11, Allied president Jack Armstrong announced.

"The Allied board of directors decided to invite Mr. Redstone to make the keynote address at the Allied convention in order to emphasize to the motion picture industry the unification of exhibition which is soon to be realized in the formation of a single national exhibitor organization—the National Association of Theatre Owners," Armstrong stated, "and Mr. Redstone has graciously agreed."

President Armstrong also announced that Allied's "Star of the Future" award will be presented to Miss Elizabeth Hartman at the convention banquet on Oct. 14. Miss Hartman makes her motion picture debut in the feminine lead opposite Sidney Poitier in Metro-Goldwyn-Mayer's "A Patch Of Blue."

Armstrong also announced that the "New Star of the Year" award will be presented to Miss Rosemary Forsyth at the convention.

Others who will be honored by the nation's theatre owners at the convention banquet are James Stewart, "Distinguished Actor Award"; MGM president Robert H. O'Brien, "Man of the Year"; Variety Clubs International chief barker James Carreras, "Showman of the Year"; and Martin Ransohoff "Producer of the Year."

Miss Forsyth won the coveted award for her outstanding dramatic performances this year as the feminine lead opposite Jimmy Stewart in "Shenandoah" and Charlton Heston in "The War Lord." She is under long-term contract to Universal Pictures.

There will be something doing every minute of the four-day convention. For the men, each day will be divided between the very latest theatre and concession equipment exhibits and important sessions on movie business. The Tuesday morning session, following a convention breakfast sponsored by the Motion Picture Advertising Corp., will be devoted to film discussions. Sol Horowitz, who writes screening reports for the Allied bulletins, will be one of the principal speakers. On Wednesday afternoon, each of the major film companies will present product reels and rushes of next year's pictures to the theatremen. This session will be held in the Gateway Theatre.

There will be four convention luncheons: the keynote luncheon on Monday, MGM luncheon on Tuesday, ABC Consolidated luncheon on Wednesday, and National Screen Service luncheon on Thursday. During each day, there will be special luncheons, trips, and programs for the wives.

There will be festive affairs each evening: the film companies' reception and dinner on Monday evening, followed by screenings in downtown theatres; the American-International dinner on Tuesday evening; the Pepsi-Cola Night Club Party at the Holiday House on Wednesday evening; the Union Carbide Cocktail Party on Thursday; and the awards banquet sponsored by The Coca-Cola Company.

National Screen Service Corporation will provide liquid refreshment and relaxation in the Sky Room throughout the convention.

Comedians Marty Allen and Steve Rossi will headline the entertainment at the convention banquet. Paramount has just signed Allen and Rossi to an exclusive seven-year motion picture contract. Their first movie, "The Last Of The Secret Agents?" is scheduled to begin filming soon in Hollywood.

Rival Pickets Parade In Front Of Theatre

COLUMBUS, O.—Picket for the stagehands' union, parading in front of the Northland Cinema in a dispute about employment of stagehands, found himself with a rival. Manager Robert McKinley had an usher parade, carrying a placard which read "We don't even have a stage!"

UA Names Drive Winners

NEW YORK—United Artists vice-president James R. Velde has announced the winners in the company's United Artists Weeks Contest, which this year ran from June 27 through July 10.

Eugene Tunick, UA eastern and Canadian division manager, was named winner of the division prize.

In the first group, Chicago took first place and Dallas captured second place in the shipments category, while Detroit won first place and Chicago gained second place in the billings division.

In the second group, under shipments, Seattle took first place and Buffalo won second place. For billings, Denver was named in the first place and Cleveland in second place.

Shipments winners in the third group were Kansas City in first place and Pittsburgh in second place. For billings, St. Louis copped first place and Kansas City took second place.

In Canada. Vancouver won first place for shipments and St. John garnered first place for billings.

TOA Star-Of-Year Banquet To Honor Former Winners

NEW YORK To mark the 10th anniversary of the "Star of the Year" award, bestowed by Theatre Owners of America at its annual convention, the previous winners will be paid further tribute at the exhibitor organization's 1965 conclave in Los Angeles, Oct. 28-30, Sumner M. Redstone, president, announced.

The award, by which showmen representing more than 9,000 theatres recognize the screen personality whose boxoffice magnetism has been outstanding, is traditionally the feature of the President's Banquet, climax of each convention. To highlight this year's event, the convention's executive committee headed by Sherrill C. Corwin, chairman, and Robert W. Selig and William Thedford, co-chairmen, has voted to present new citations to former award recipients, hailing them for their continuing contributions to the motion picture industry and the entertainment of the world.

The accolades will be presented at the banquet prior to the naming of the 1965's "Star of the Year." Announcements of the upcoming citations have been issued by TOA to the exclusive alumni group made up of Ann-Margret, Cary Grant, Gregory Peck, Doris Day, Jerry Lewis, Deborah Kerr, John Wayne, Rock Hudson, William Holden, James Stewart, and Danny Kaye.

Joseph G. Alterman, administrative secretary of TOA, is currently in Hollywood conferring with the committee on finalization of all details for the gathering, which will be held at the Ambassador Hotel in Los Angeles. The President's Banquet has been shifted to the larger accommodations of the Hollywood Palladium.

Budco Plans Three

DOYLESTOWN, PA.—Claude J. Schlanger, president of Budco Theatres, Inc., announced the construction of three new 850 seat conventional theatres, to be located in the Stony Brook section of York, Pa., the Vineland Shopping Center on Route 47 and Landis Avenue in Vineland, N. J.; and on Route 611, Easton Road, on the south side of Doylestown, Pa.

Plans call for ground breaking on the three new projects within the next couple of weeks. It is hoped that all three theatres will be opened shortly after the first of the year.

The ladies committee planning special activities for the feminine contingent at the Theatre Owners of America's 18th annual convention at the Ambassador Hotel, Los Angeles, Oct. 28-30, recently viewed a western set at Universal City Studios. From left to right are seen Mrs. William Oldknow; Mrs. Sherrill Corwin, chairman; Mrs. Robert Shapiro; Mrs. Fred Stein; Mrs. Jackie Shlaes; and Mrs. Eugene V. Klein.

SW Promotes Burger To Ad-Publicity Director

NEW YORK—S. H. Fabian, president of Stanley Warner Corporation, announced the promotion of Henry Burger, midwest zone manager, as national director of advertising and publicity for Stanley Warner Theatres. Burger started his career with Warner Bros. Theatres, the predecessor company of Stanley Warner, in 1934 in the Pittsburgh zone, and has been with the company ever since.

He has had broad theatre operating experience and also extensive practical duties in the advertising and publicity department. He started as an usher and has been doorman, chief of service, assistant manager, and knows the industry from the ground up through managing theatres in various neighborhoods and suburbs.

In 1942, he became assistant advertising manager of the Pittsburgh zone. His career was interrupted by a hitch in the Infantry in World War II. He was named advertising and publicity manager for the zone in 1948, where he remained for five years.

Subsequently, he went back into operation, becoming the district manager for 19 theatres in the Erie, Pa. diviison and then returned in 1953 to head the zone advertising department as well as supervise the company's downtown Pittsburgh and suburban theatres.

In 1962, Burger was named zone manager for Stanley Warner's midwest theatres with headquarters in Milwaukee. He operated this zone until his current assignment as a chief executive of the advertising department in New York.

"War Lord" Bows In Detroit

NEW YORK—Universal's "The War Lord," the Court Production in Technicolor and Panavision starring Charlton Heston and Richard Boone, will have its world premiere as a multi-theatre opening in Detroit on Wednesday, Nov. 10, it has been announced by Henry H. "Hi" Martin, vice-president and general sales manager.

The Detroit premiere will serve to launch a series of Butterfield openings in the Detroit territory and will be followed by key city openings from coast to coast. "The War Lord" is scheduled for Thanksgiving release by Universal.

Theatres participating in the multiple-theatre premiere in Detroit include the Grand Circus, Mai Kai, Cinema, Calven, and one other theatre to be announced later.

Costumers Fete Wallis

HOLLYWOOD—Hal Wallis will be saluted as Hollywood's "Man of the Year" by the Motion Picture Costumers at their annual Adam 'n' Eve Ball Oct. 9.

Costumers' president Bert Henrikson announced that the independent producer was a unanimous choice to receive the award bestowed in other years on such industry leaders as Samuel Goldwyn and John Ford.

"The Costumers have always admired Mr. Wallis' insistence on authenticity of costumes as evidenced in such pictures as 'Becket' and 'The Sons of Katie Elder,'" Henrikson said. "His long and fruitful activity, particularly during his 23 years at Paramount, speaks for itself. His use and appreciation of costumes have consistently been of the highest standard."

Battle For CATV Ohio Franchise Brings New Plea For Regulation

COMPO Warns Of Rise In Real Estate Taxes

NEW YORK—Charles E. McCarthy, executive vice-president, Council of Motion Picture Organizations, advised exhibitors that "one of the speakers at a recent meeting of the COMPO executive committee sounded a warning that real estate valuations and taxes have recently mounted at a truly alarming rate. He suggested that all theatre owners should be alerted to this danger and should enadavor to unite with other local businessment to combat this increase in taxation.

"Proof that the problem is a national one is given in a recent article published in the Wall Street Journal. While the problem is national in scope, its solution is entirely local and can be brought about only by exhibitors uniting with other businessment to combat this evil."

Lapidus To Join Loew's

LAPIDUS

NEW YORK—With Loew's embarked on a major expansion program involving the construction of 30 new theatres in the next few years, Bernard Meyerson, executive vice-president of Loew's Theatres, Inc., announced that on Nov. 1, Larry Lapidus will join Lowe's as his executive assistant.

"The new post was created," said Myerson, "to keep pace with the rapid expansion of our circuit." Myerson emphasized that Ben Joel will continue as chief film buyer.

An industry veteran of 16 years, Lapidus was an executive of the General Cinema Corporation of Boston prior to joining Loew's.

Landau-Unger Active Abroad

NEW YORK—Further evidence of the mounting film making activities of The Landau-Unger Company was forthcoming in an announcement that executive vice-president Oliver A. Unger and executive producer Henry T. Weinstein had left for Europe for a series of discussions on upcoming productions.

In Madrid, Unger and Weinstein will go over plans for "Cervantes," slated to go before the cameras in February or March. Meetings also will be held in Spain with Alexander Ramati, who will direct "Beyond The Mountain." Weinstein will supervise the production, which is set for for spring shooting. Unger and Weinstein also will look in on the production of "Marrakesh," which already is underway in Morocco, with Tony Randall, Senta Berger, and Terry Thomas in lead roles.

Sydney L. Gross, public relations specialist and film industry veteran, has joined The Landau-Unger Company as its director of public relations, it was announced by Paul N. Lazarus, executive officer and partner.

COLUMBUS. O.—City Utilities Director William H. Brooks urged City Council to be careful before it passes legislation allowing the operation of community antenna television systems in Columbus.

Brooks made the plea in a letter to Charles R. Petree, chairman of the judiciary committee of the council. He suggested changes in legislation before the lawmakers which would regulate CATV. Brooks recommended the legislation be changed to:

1. Provide a time limit for which a license to operate a CATV system be issued.
2. Make the operators pay for securing rights of way and administrative costs in addition to the license fee of three per cent of the gross.
3. Provide for permit cancellation in the event of failing to comply with the law.
4. Require maps of the pole line system.
5. Increase the idemnification required to operate.

Brooks said it "appears this type of operation would not be considered a public utility."

Proponents and opponents of the CATV ordinances were to report to the judiciary committee Oct. 4 with any suggested changes in the pending legislation. At the first public hearing, held Sept. 20, the committee heard initial arguments.

Ken Prickett, executive secretary, Independent Theatre Owners of Ohio, led the opponents. Others included George Schmidt, attorney for WRFD, and James Gorrell, attorney for WTVN-TV and WTVN radio.

Prickett pointed out that the theatre business in Ohio has sought no special use of streets, alleys, and other public facilities and is in good economic health. He pointed to the boom in theatre construction in Columbus and elsewhere.

Schmidt said approval of any cable system would have a serious economic impact on the UHF station WRFD is planning for Columbus. Prickett, Schmidt, and Gorrell agreed that CATV is a first step toward pay tv.

Multi-Channel Cable Co., Portsmouth, Ohio, and Capitol Cablevision, Inc., Columbus, are seeking Columbus CATV franchises. There are reports that the two companies might agree to splitting the city in half, with Multi-Channel getting cable rights in the eastern section and Capitol taking the western.

Richard Borel, general manager, WBNS-TV, and an official of Capitol Cablevision, disputed the contention that CATV is an entering wedge for pay tv. He said it is "an added dimension in television." Edward Glockner, president of Multi-Channel, sail that opponents have an economic reason for opposition. "They want to keep a competitor out," he said.

McManus Joins Embassy

NEW YORK—Arthur McManus has been named manager of Embassy Pictures' newly-formed St. Louis-Kansas City sales exchange, effective immediately, it was announced by D. J. Edele, vice-president and general sales manager.

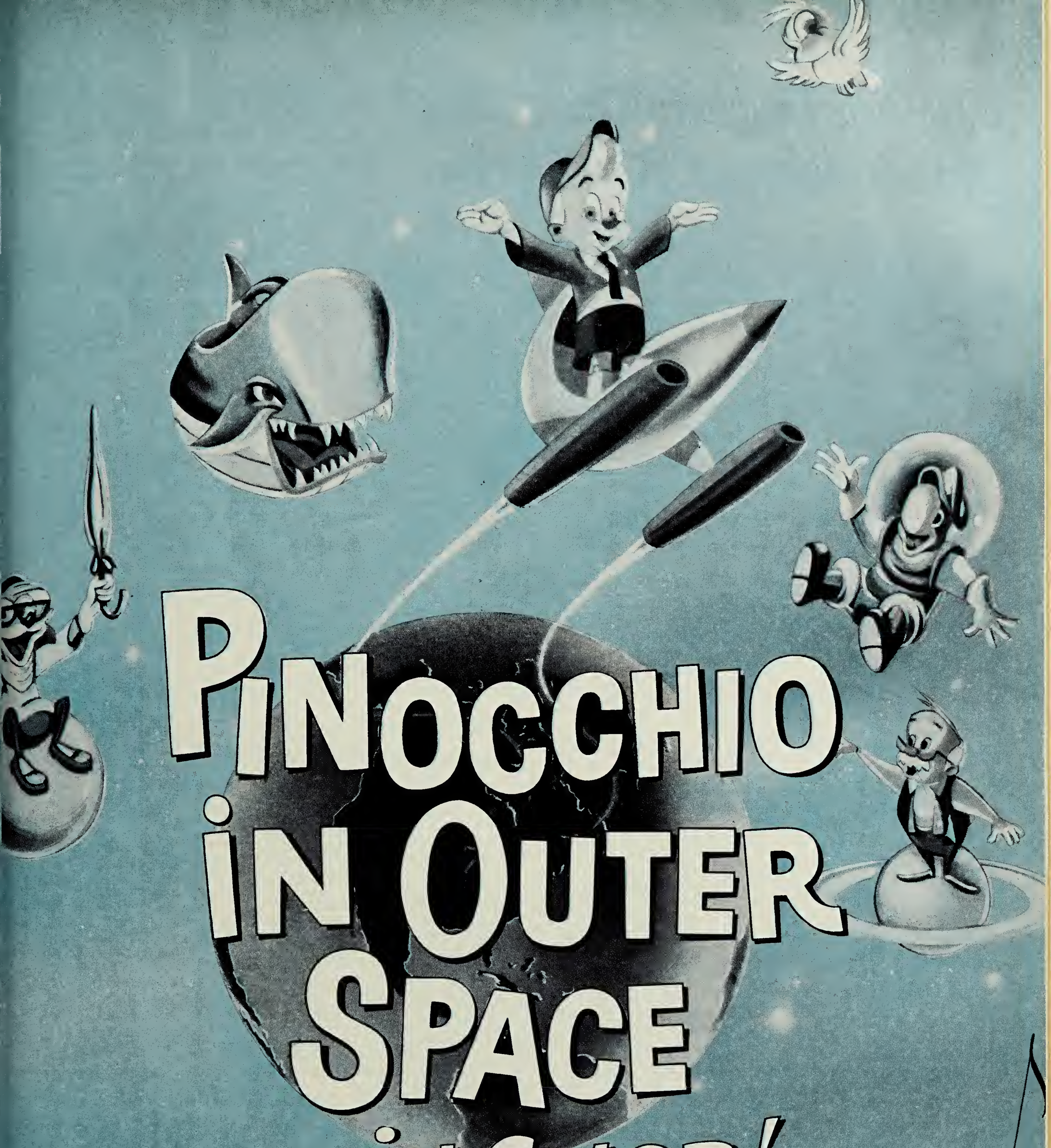
McManus will alternate weekly between the two cities. He resigned as St. Louis branch manager for 20th-Fox, a company with which he was affiliated for 30 years, to join Embassy.

All the beloved Characters of one of the World's Beloved Stories!

ALL NEW FULL-LENGTH COLOR FEATURE CARTOON!

NOW, such all-time favorites as Pinocchio, Geppetto, the Blue Fairy, and the sly Fox... are joined by Astro, the flying whale, Nurtle, the jet-propelled turtle, and other hilarious new friends—IN AN OUT-OF-THIS-WORLD ADVENTURE FOR ALL THE FAMILY!

For a
joyous
Christmas!


PINOCCHIO IN OUTER SPACE
IN COLOR!
A NEW GALAXY OF SONGS!
"The Little Toy Shop"
"Doin' The Impossible"
"Goody Good Morning"

Featuring the voice of ARNOLD STANG as Nurtle the Turtle!

Based on an original idea by NORM PRESCOTT Screenplay by FRED LADERMAN From the original tale by COLLODI

Directed by RAY GOOSSENS Produced by NORM PRESCOTT AND FRED LADD

A SWALLOW LTD. BELVISION PRODUCTION • A UNIVERSAL RELEASE

Canadian Exhibitors Stress Unity, Discuss Relations With Distribs

WINNIPEG, CANADA—The 17th annual meeting of the National Committee of Motion Picture Exhibitors Associations of Canada, representing 1000 theatres in the country, met at the Marlborough Hotel, Winnipeg. The Manitoba Motion Picture Exhibitors Association hosted the convention, which was chaired by Gordon Spencer, Saint John, New Brunswick.

Every member association from coast to coast was represented, together with a number of observers.

In opening the meeting, Spencer emphasized the need for strengthening the national committee and providing it with sufficient funds to carry out its objectives. He referred to the meeting as being the first held outside of Toronto for many years, and the first held in western Canada. He said he thought it important for the exhibitor association to meet separately from the Motion Picture Industry Council of Canada. He said that a stronger and more effective exhibitor association would result, and this would benefit all phases of the Canadian industry.

A special finance committee was formed to prepare a budget and to explore the possibility of a paid executive. The work of this finance committee resulted in the appointment by the convention of H. C. 'Dick' Main, former secretary-treasurer, to the office of executive director. An amount was included in the budget to cover expenses and remuneration for Main.

The convention approved the report of the resolutions committee, which included the following:

"That the Motion Picture Industry Council of Canada recognizes the National Committee, Motion Picture Exhibitors Associations of Canada, as a member of the Council, to be represented by the officers of the National Committee."

This would mean the discontinuance of membership by each of the six exhibitor associations across Canada. It was further approved that the fees to be paid the industry council should be agreed upon at the next meeting of the industry council itself.

Other points in the resolution adopted requested a closed session of exhibitor representatives of the Motion Picture Distributors Association to discuss improvements in the exhibition of commercial film in non-commercial places of exhibition. Further that this closed meeting review the problems of the exhibitor-distributor relations committee over the past year. In addition, it indicated that the committee would be presenting a statement of desired policy to the Canadian general managers and to the presidents and general sales managers of their companies. This "brief" would cover particularly the problems of theatres grossing less than $1,000 per week.

Considerable time was taken up in the discussion of the exhibitor-distributor relations committee in the various exchange centres, and all delegations agreed to submit material to the executive-director for preparation and presentation to the Industry Council.

Other items discussed during the convention were the problems still facing certain provinces, particularly Saskatchewan, British Columbia, and New Brunswick, where full enabling legislation has not yet been approved by the respective provincial governments.

The officers for the forthcoming year were elected, with Gordon Spencer as chairman; Gastin Theroux, first vice-president; Harry Howard, second vice-president; G. B. Markell, third vice-president; David Rothstein, fourth vice-president; Curly Posen, treasurer; Arch Jolley, secretary; and H. C. 'Dick' Main, executive director.

Social activities included a luncheon, courtesy of General Sound and Theatre Equipment Limited, and a second luncheon, courtesy of Consolidated Theatres Services. A cocktail party and dinner was arranged by the Manitoba Association, and football tickets were made available to any delegates for the Ottawa-Winnipeg football game.

In closing the convention, Gordon Spencer emphasized the very fine manner in which the Manitoba Exhibitors Association had hosted. He said it was obviously the consensus of the delegates that future meetings should be held in various parts of Canada and be separate from the meetings of the Motion Picture Industry Council of Canada. He said he felt that some very positive steps had been made to strengthen the national committee, and that in the future he hoped that the meetings would be able to devote more time to positive ways of improving business and not being forced to dwell at great length on the problems of the industry.

Charlton Heston discusses his role as Michelangelo in 20th Century-Fox's "The Agony and The Ecstasy" at a recent press conference held at the Hotel Pierre, N.Y., with several hundred women's editors from around the world.

AIP Promotes Seplowin

CHICAGO—Sam Seplowin, Chicago branch manager for American International Pictures, has been promoted to district manager, according to AIP distribution vice-president Leon P. Blender. Seplowin will supervise the Chicago and Milwaukee areas for the company.

New branch manager for the AIP Chicago exchange, according to Blender, will be Victor Bernstein, who leaves a similar post with Allied Artists in the Windy City. Bernstein, who had been associated with Allied Artists for the past 24 years, had been chief barker of the Chicago Variety Club for the past two years.

U.S.I.A. Plans To Combine Movie, Television Services

WASHINGTON—Leonard H. Marks, director of the U. S. Information Agency, announced plans to combine the Agency's motion picture and television services into one audio-visual medium.

Marks said he was convinced the merger would create significant economies, increase efficiency, and improve output. He appointed two committees within the Agency to work out the details of the consolidation within 30 days.

Besides motion pictures and television, USIA employs all the techniques of mass communications, including press, radio, libraries, exhibits, the arts, and personal contact by its officers to explain abroad the ideals and objectives of the United States in foreign and domestic fields. The Agency maintains 223 information posts in 104 countries through which media material is distributed.

The motion picture service has a staff of 174 and the television 160. USIA employment worldwide totals about 10,344, with more than two thirds being foreign local employees. The preponderance of the Agency's American employees are in its foreign service and the Voice of America, USIA's Global Radio network.

Of the Agency's $140,000,000 budget for salaries and expenses in the current fiscal year, $7,525,000 was allocated to the motion picture service and $4,873,000 to the television service.

The projected combined service will be under the direction of George Stevens, Jr., who headed the motion picture service.

In announcing his plan, Marks outlined three precepts. He said:

"First, the merger of these two activities must take advantage of the similarities in objectives and facilities that the two services possess. I expect from this combined organization a significant reduction in costs and positions.

"Second, the merger of these two activities must recognize the differences and the unique capabilities of the two media to meet the Agency's objectives. I expect nothing in this combined organization to hamper the effectiveness of either outlet.

"Third, the merger of the two activities must respond to the basic requirements of the Agency worldwide, the area in general, and the individual post in particular. I expect from this combined organization a responsive service in every meaning of the word."

Irving Mack To Miami

CHICAGO—Exhibitors and showmen in the Miami area will be soon renewing old acquaintances and seeing plenty of their old friend, Irving Mack, chairman of the board of Filmack Trailer Company.

Mack left Chicago Sept. 22 for a six-month stay at his home in Miami Beach. He will be making occassional trips back to Chicago, and his Chicago friends will probably get a chance to see him in December when he flies in to attend a board of directors meeting at Filmack.

Before leaving, he expressed confidence that showmen and exhibitors will continue to receive the same service from Filmack that he established during his 47 years with the firm. His sons, Bernie and Joe Mack, president and vice-president of Filmack, friends, and fellow employees wished him "God-Speed" on his well-earned winter hiatus at a surprise party.

FLASH! TOPO GIGIO BREAKS EVERY MATINEE ATTRACTION BOXOFFICE RECORD IN BOSTON TERRITORY HISTORY WITH AN $86,000 SATURDAY-SUNDAY GROSS!

AND IN THE WEEKENDS TO COME
WATCH TOPO GIGIO WORK HIS
BOXOFFICE MAGIC IN

BUFFALO · PHILADELPHIA · DETROIT
MILWAUKEE · ST. LOUIS · CINCINNATI
CLEVELAND · WASHINGTON
MINNEAPOLIS · DALLAS · HOUSTON
ALBANY · MIAMI · NEW YORK · LOS ANGELES
SEATTLE · OKLAHOMA CITY · KANSAS CITY · DENVER

The Magic World of Topo Gigio

in WONDER COLOR

ED SULLIVAN says: "Anyone who saw Topo Gigio on my Sunday Night TV show will agree his first movie is really big entertainment!"

starring
TOPO GIGIO,
"The Italian Mouse"

...from COLUMBIA!

MPAA Rep's Grass Roots Journey Proves Public Interest In Movies

NEW YORK—William M. McCutchen, associate in the community relations department, Motion Picture Association of America, returned to his desk after concluding a two weeks' speaking tour through 11 communities in 12 days in the solid grass roots of America —Minnesota, Wisconsin, and North and South Dakota.

On his last day, Sept. 24, a typical day, McCutchen spoke and answered questions from listeners for 45 minutes on the Open House program, radio station KNOX, Grand Forks, North Dakota; appeared on High Time, station KTHI-TV; and lectured to 100 students in a journalism class on introductory theatre arts at the University of North Dakota. Later, he attended a discussion group at the Student Union.

In the afternoon, McCutchen did another radio interview on station KLIO and in the evening talked to 200 adults-members of the faculty and parents of students of the University of North Dakota.

During the 12 days McCutchen participated in this grass roots pilot program, he appeared on 15 radio shows, either live or on tape; gave 12 television interviews; met with representatives on 10 daily newspapers; addressed eight service clubs in various northwest communities; and spoke at two colleges and a high school.

Asked what his most significant reaction was to the trip, McCutchen stated: "I was continually impressed with the great interest and enthusiasm expressed by the public toward motion pictures. While there are occasional complaints and a few problems, I was amazed at the excitement and heartening response that films generate not only among young people, but among adults as well."

During the week, McCutchen addressed over 400 young people at an assembly of the East High School at Superior, Wisconsin. McCutchen was greatly impressed with the questions asked following his discussion and particularly to learn how extremely knowledgeable the young people are about movies and the movie industry. In McCutchen's own words: "There is no doubt that the motion picture is their language."

In speaking to a Lion's Club in Eau Claire, Wisconsin, McCutchen commented on the many sources of film information available today to help make the public more aware of the content of films. He stressed the important role of parents in guiding their children in the selection of motion picture entertainment.

In Duluth, Minnesota, McCutchen appeared on Miss Dottie Becker's program on station KDAL. In his discussion with her he stated: "We must maintain and protect the freedom of the screen in the same way that we defend the freedom of the press and freedom of speech."

Rio Likes Beatles

RIO DE JANEIRO—"Help!," the Beatles latest film for United Artists, and its director, Richard Lester, were named best picture and best director, respectively, at the International Film Festival recently held in Rio de Janeiro.

Albany Papers Notify Exhibs Of Ad Rate Hike

ALBANY—Albany area theatres have been notified of an increase of one cent a line in the amusement rates for The Times-Union and The Knickerbocker News, effective Nov. 1. Present charge is 24 cents for the T-U; 26 for K-N.

Advance in scale, attributed to increased production costs, will make the charge per inch about $7.

Some industry men contend the amusement rates are unnecessarily high in Albany and other cities. Newspapers generally stress the free "reader" space they give, particularly on motion pictures, to which industry people often retort, "It has news value or the dailies would not give same."

The local dailies are owned by the Hearst interests, considered "generally reasonable."

IATSE Exec To Retire; Testimonial Dinner Set

NEW YORK—A testimonial dinner for Harland Holmden, retiring general secretary-treasurer of the I.A.T.S.E., will be given at Hotel Americana here on Wednesday, Nov. 3. Officers of the international and local unions in the greater New York area are sponsoring the affair, which is expected to attract more than 500 people from labor and management groups in all parts of the country.

Holmden, a union officer for half a century, has served on the I.A.T.S.E. general executive board for the past 34 years and has held the second highest international office since 1953. He will become general secretary-treasurer emeritus following his retirement at the end of October.

The dinner committee is headed by international representative Thomas Murtha, with international president Richard F. Walsh as honorary chairman and vice-president John A. Shuff as honorary vice-chairman. Shuff will succeed Holmden as general secretary-treasurer on Nov. 1. Reservations are being handled by assistant international president Walter F. Diehl, aided by international representative David A. Cassidy as treasurer. Thomas L. Loy is in charge of publicity.

Participation of local unions and employers is being arranged by a committee consisting of Thomas H. Fitzgerald and James J. Murphy, for the legitimate theatre field; James F. Gartland, Jay Rescher, John Hall, Jr., and Pepe Ruiz, film production; Paul Press, Richard Gramaglia, and John J. Francavilla, laboratories; Russell H. Moss and David A. Cassidy, film distribution; Steve D'Inzillo, Harry Garfman, Ernest Lang, and John Coleman, Jr., motion picture theatres; John Horohan, television; John McNamee, nontheatrical exhibition; Anthony Dente, Westchester County area; Jerome Slattery and Charles Washburn, Nassau and Suffolk Counties; Richard Hancox, Ralph DeMea, and George Cushing, New Jersey; and William Bennett, Washington, D. C.

Unique Lifetime Contract For U Producer Arthur

UNIVERSAL CITY, CALIF.—In what must obviously be recognized as the longest-term deal ever offered in Hollywood, Robert Arthur was handed a lifetime contract as a Universal producer, it was announced by Edward Muhl, vice-president in charge of production.

The unique pact, finalized 10 weeks in advance of the finish of Arthur's five-year contract with Universal, represents a major step in the revitalization of the major studio producer system that preceded recent trends toward partnership arrangements on an independent basis.

Arthur, who has often claimed there are no true geniuses in the film industry, has long championed the advantages of major studio supervision and cooperation in the field of motion picture production.

Arthur's new contract represents a "Golden Anniversary" commemoration of his producing career. His latest Universal assignment, "A Man Could Get Killed," starring James Garner, Melina Mercouri, Sandra Dee, and Tony Franciosa, marks his 50th motion picture during a producing career dating back to 1946. Except for a three-year hiatus, during which he produced for Warner Brothers and Columbia, all of his efforts have been on behalf of Universal.

During the five-year contract just ended, Arthur produced 13 films.

Two major projects, "The Crusades" and "Instant Army," will launch Arthur's new lifetime pact. Among the dollar-signed tributes to Arthur's past record as a Universal producer is the fact that of the 10 top-grossing motion pictures in the studio's history, five of them—"Operation Petticoat," "That Touch Of Mink," "Come September," "Lover Come Back," and "Shenandoah"—were produced by Arthur.

UA Circuit Expanding

NEW YORK—Plans for an indoor movie theatre at the Groton Shoppers Mart, Groton, Conn., have been announced by Salah M. Hassanein, executive vice-president of United Artists Theatre Circuit, Inc., and Louis C. Wool, president, Groton Shoppers Mart. The shopping center theatre site will provide easy access for patrons and parking for 1,200 cars. Construction of the 1,000-seat UA Groton Cinema is scheduled to commence this fall with a completion traget date of spring, 1966.

The announcement will be welcome news for theatre-goers in the area, which has been without an indoor movie house since the closing of the former Groton in 1958.

AA's Mitchusson To Chi

CHICAGO—Haywood H. Mitchusson has been appointed Chicago branch manager, it was announced by Nat Nathanson, vice-president and general sales manager for Allied Artists.

Mitchusson was the branch manager of Allied Artists in Indianapolis for the past year; prior to that, a salesman for Paramount in Indianapolis; and for three years covered the Cincinnati and Indianapolis territories for Distributors Corporation of America. He had also been associated with RKO Radio Pictures and Universal Pictures as salesman between 1951 and 1959. Mitchusson replaces Vic Bernstein.

NOW! Another great boxoffice portrayal from Bette Davis in the tradition of "Sweet Charlotte"!

20th CENTURY-FOX
presents

Bette Davis
as **The Nanny**

and
WILLIAM DIX and PAMELA FRANKLIN
as the Children

Produced from his Screenplay by · Directed by
JIMMY SANGSTER · SETH HOLT

A HAMMER FILM PRODUCTION

For November — Backed by
the unique 20th brand of showmanship...
With network TV pre-sell and powerful,
provocative advertising and radio campaigns.
Book "The Nanny" now.
Write, wire or phone your 20th man today!

The NEW YORK Scene

By Mel Konecoff

OTTO PREMINGER IS A MAN OF MANY DISLIKES. HE DOESN'T LIKE THE Columbia Pictures building he's in. He doesn't like the Columbia Pictures projection room because the projection is "bad." He doesn't like press agents coming or going while he's talking. He doesn't like to show his pictures to critics in projection rooms any more. He doesn't like the branches of the distributors. He does like one thing, the performance of Carol Lynley in his latest Columbia release, "Bunny Lake Is Missing."

The other morning, he outlined part of the campaign that would be utilized in the selling of the film that stars Laurence Olivier, Carol Lynley, Keir Dullea, The Zombies, and Noel Coward. Two parts of the campaign will be adhered to strictly even if they have to be included in exhibition contracts. One of these calls for a gadget to be delivered with each print of the picture and set up in the lobby. This is sort of a clock which completes a circle during the 107 minute running time, which shows how long an audience has to wait until it will be admitted. No one is to be admitted after the start of the film.

To keep waiting patrons entertained, The Zombies, a British rock-n-roll group, will sing from a lobby record praising the picture just to keep them stimulated. Of course, they may get tired of hearing it a score of times during the unreeling of the film, but they'll be stimulated.

Another Preminger ultimatum laid down to Columbia representatives is that the film is not to be shown to critics under poor conditions (like in projection rooms). He wants the film screened only in theatres with live audiences, and this may well be the policy for all of his future films. Opined he, if it's good enough for drama critics to see plays with audiences, after which they run back to their papers and dash off reviews, it's good enough for film reviewers to do the same. Late publication of reviews doesn't bother him—if they're good, they'll help—if they're bad, then they can't be printed late enough.

Preminger expected that 400 prints of the picture will be playing around, and 400 clock gizmos will tag along. Branches will service the clocks as well as the prints, which in Preminger's opinion will at last find them doing something useful.

Carol Lynley, Keir Dullea, and Preminger will tour on behalf of the film, making the usual press, radio, and television contacts, so that when it opens during October, everyone will know that "Bunny Lake Is Missing." Future projects by Preminger include a Broadway play about monkeys who are almost human, which is an adaptation of a French play, "The Tropis," and a filmization of the book, "Hurry Sundown," for Paramount.

A GOODY FOR GOTHAM: NOT TOO LONG AGO, A CERTAIN FILM PRODUCER was disenchanted with New York City as a site for film making. Somebody must have done something right since then. Producer Jerry Hellman, across the Sardi luncheon table, reported that he is filming "A Fine Madness" in a dozen locations in and around our fair city, and it's the greatest.

Now, this is a switch in attitude on the part of Hellman as well. Two years ago, he and partner George Roy Hill filmed "The World of Henry Orient" in these parts with Peter Sellers, and he encountered all kinds of difficulties with police, unions, etc. The attitude in both areas is so great as regards his new film that he and production manager George Justin can't get over it. The cooperation has even caused expansion of the scheduled number of scenes.

Interiors will be filmed in Hollywood, and they brought on 10 technicians from the coast, which meant 10 standbys from the local union were necessary. Instead of goofing off as in the past, the standbys are proving quite useful. Everyone is pitching in to make life easier on location, opined Hellman.

The film, which stars Sean Connery, Joanne Woodward, Jean Seberg, and Patrick O'Neal, is being made as an independent venture for Warners release, and he had nothing but praise for the operations of that company. WB will probably release the film next summer. When Hellman was in England, he showed the script to Sean Connery, who was most anxious to start changing his James Bond image. Bond liked what he saw and decided to play one of the leads for a lot less money than was offered him if he would play James Bond in "Casino Royale." Of course, he's got a percentage of the film, which doesn't exactly hurt. Image, shmimage!

Hellman has a couple of other properties lined up for next year, but no release or production money as yet. These are "The Q Document," a suspense entry that will be filmed in Japan next summer and "Voices of a Summer Day," by Irwin Shaw, which will be filmed in New York at the end of 1966.

He and Hill, who is busy in Hawaii making "Hawaii," are still partners in Pan Arts, their company. Hellman's six-year-old son, Jerome, Jr., is also an important name in the corporate set-up, so could one be wrong in labeling this a young company?

THE METROPOLITAN SCENE: ONE OF THE FIRST PROJECTS MORT SEGAL WILL work on as the new special assistant to MGM advertising-publicity head Dan Terrell will be "Doctor Zhivago." He leaves publicity director spot at Fox mid-October. . . . Hal Roach tribute, featuring Laurel and Hardy at the Gallery of Modern Art, extended through Oct. 9. . . . Bill Doll back from Europe following 10 days of promotion meetings with Federico Fellini on "Juliet of the Spirits," with John Ringling North on behalf of his circus, producer Harold Fielding, etc. He also surveyed the theatre scene in London and Paris for producer Alexander H. Cohen. . . . Posters reviewing the Museum of Modern Art Film Library programs of the past 10 years being shown in the Museum's Auditorium Gallery.

New Wallis-Presley Pact

HOLLYWOOD—Producer Hal Wallis and Col. Tom Parker, manager of Elvis Presley, have agreed on a new multi-million-dollar motion picture contract for future Presley films to be made under the aegis of the producer.

U. S. Cinema Specialists Touring Soviet Industry

LOS ANGELES—A tour of the Soviet film industry is being made by a four-man U. S. team of cinema specialists headed by Herbert E. Farmer, director of services, University of Southern California's Department of Cinema.

The Americans are seeing major film centers in the USSR during a three-week cultural and scientific exchange visit. The trip is sponsored by the Society of Motion Picture and Television Engineers, with approval of the U. S. State Department. A Soviet group visited the United States last year.

Farmer, editorial vice-president of SMPTE, will give a preliminary report on the team's findings at the Society's Montreal conference Nov. 1. Other members of the team are Sidney P. Solow, Beverly Hills, president of Consolidated Film Industries of Los Angeles and a USC teacher in cinema; Saul Jeffee, president of Movie Lab, Inc., New York City; and Dr. Konstantine Pestrecov, physicist and optical engineer for I.B.M. in New York. All are mebers of SMPTE.

The U. S. cinema specialists will visit motion picture training centers at Moscow and Kiev universities, and study equipment design and organization of motion picture studios and film processing laboratories in Moscow, Leningrad, Kiev, and Kharkov.

Magna Names Kinsler

LOS ANGELES—Ralph Kinsler, who has spent the past 25 years as branch manager for various film companies in the Cleveland and Cincinnati areas, has joined Magna Pictures Distribution Corp. as their branch manager in Cincinnati, it was announced here by Joseph C. Emerson, vice-president in charge of world sales.

Kinsler will headquarter in Cincinnati at 1632 Central Parkway, and will also cover the Cleveland and Indianapolis branch areas, succeeding Edward Ashkins, who resigned due to ill health.

BV Execs Map Campaigns

NEW YORK—Card Walker, vice-president of advertising and sales for Walt Disney Productions, arrived here from Europe for meetings with Irving Ludwig, president of Buena Vista, and Charles Levy, director of advertising and publicity.

The sessions will cover the campaigns for "That Darn Cat" and other upcoming product. "That Darn Cat" is slated as the Christmas attraction at Radio City Music Hall.

Walker returned from a three-week tour of the Disney offices in England and the Continent.

Big Set For "Paradise"

HOLLYWOOD—A set spreading over three connecting sound stages at Producers Studio and believed to be one of the biggest ever constructed there is being built for use in filming Syzygy Productions' "Paradise Road."

Designed by art director Rudi Feld, it includes a swamp, a winding stream, a paralleling dirt road, and several riverbottom shanties.

It will be used in filming the key action scenes of the drama, played against the backdrop of the Florida Everglades.

CANADIAN CIRCUIT

(*Continued From Page 6*)

new Ottawa shopping centre, comprising an 800-seat theatre, another seating 650, and a third accommodating 350. Construction, he said, would start this fall.

Projects in the last year, he said, included remodelling London's Centre Theatre and renaming it The Mall, remodelling the old Loew's in London into a dual now known as the Century and Little Century Theatres, and the recent remodeling of Toronto's Glendale into the city's exclusive Cinerama Theatre.

On the drawing boards or under discussion are a dual drive-in, at least two dual hardtops, and another tri-aud'.

Concluding on a general note, Taylor suggested the Canadian motion picture industry had been backward in its reluctance to employ the services of an economist to advise of trends and facts which would aid in making executive decisions.

"Secondly," he said, "we have never, on an industry-wide level, availed ourselves of public relations counsel which might help sell the idea of movie-going on an overall basis. We have confined ourselves principally to selling individual attractions with the idea that attracting patrons to one show might bring them back to another. But there remains a vast group of people who, from one year to another, never set foot in our theatres. What can our industry do to reach this vast army of people?

"I suggest this can only be done by a concentrated, all-out industry campaign and by the cooperation of all exhibitors and distributors. I have long been an advocate of a Canadian Motion Picture Institute which would carry on the job 365 days a year, which would seek better relations with public opinion makers, better understanding from motion picture critics, and generally spread the idea that it's smart to seek relaxation and entertainment in motion picture theatres."

The open forum character of the two-day session enabled managers to discuss problems and exchange ideas with executives and each other in a productive, no-holds-barred atmosphere. Executives Myer Axler and John Kurk chaired separate discussions on theatre operations; H. S. Mandell discussed a pension plan; Hye Ginsberg covered accounting problems; the area of publicity and promotion was handled by Don Watts; David Griesdorf spoke on distribution; Barney Fox reviewed some of the trials and tribulations of booking; and Michael Taylor, filling in at the last minute for an ailing Raoul Auerbach, salted the former's prepared talk on the problems of buying motion pictures with personal asides which broke up his audience repeatedly. Another highlight was a session on concessions, chaired by Jack Fitzgibbons, president of Theatre Confections.

Iowa House To Arrow

DES MOINES—Announcement was made by Myron Blank, president, Central States Theatre Corp., that they have leased their Grand Theatre, Estherville, to the Arrow Theatre Company, Spencer, Iowa.

Jim Greene, who has managed the Grand for the past 11 years, will remain as the local manager for the new owners. The Grand has been operated for nearly 30 years by Central States.

The new owners also operate theatres in Spencer, Storm Lake, and Cherokee, Iowa, with their headquarters located at Spencer.

Wometco Earnings, Revenues Rise; Records Set In 36-Weeks, Quarter

MIAMI, FLA.—Wometco Enterprises, Inc., reported earnings and operating revenues rose to record highs in both the fiscal third quarter and the 36-week period ended Sept. 11. In the third quarter, the company posted a 26.5 percent increase in per share earnings, amounting to 37 cents, up from 29 cents a year ago. Net income in the quarter amounted to $823,363, up 26.7 per cent over the $649,958 in the prior year. Gross operating revenue in the 12-week period moved up 31.9 per cent ahead of 1964 to $9,689,592, from $7,347,752.

In the 36-week period, profit gained to $2-458,560, or $1.11 per share, from $2,066,166, or 93 cents per share last year. Sales rose 24.9 per cent to $26,666,891, as compared with $21,-348,430 in the similar 1964 period. Cash flow generated from earnings amounted to $3,958,-383, or $1.78 a share for the 36 weeks.

All figures have been adjusted for a 25 per cent stock distribution made in December, 1964. The Wometco report includes the operations of Wometco (B.C.) Limited, acquired March 26, 1965, and Wometco Coffee Time, Inc., acquired Aug. 19, 1965.

Dividends paid thus far in 1965 total $622,-901. Wometco also announced that expenditures for specified plant and equipment improvements will total approximately $1.5 million.

In the latest interim report to the shareowners, Wometco president Mitchell Wolfson outlined facilities improvements in several areas, including bottling, television, and film production facilities in both Vancouver and Miami. In Vancouver, the company is completing an extension of laboratory and office space on presently-owned land immediately adjoining its Canawest Film Productions headquarters. In Miami, Wometco plans to construct a new building to house the offices and enlarged laboratory and film production facilities of its subsidiary, Reela Films, Inc. The one-story structure will be built on the same block as Wometco's corporate headquarters, also on property Wometco already owns. Completion of the new Reela building is tentatively set for next spring.

No Entry To UA's "Ashes" After Fabi Enters Bath

NEW YORK—United Artists has mapped out a unique exhibition policy for the November release of J. Lee Thompson's "Return From The Ashes," it was announced by UA vice-president James R. Velde, who simultaneously asked for exhibitor cooperation in executing the plan.

Velde stated that a main theme in the selling campaign of the Mirisch Corporation presentation will be to ask exhibitors not to seat any patron after Fabi, played by Samantha Eggar, enters her bath, which is a climatic scene and a turning point in the suspense film. Miss Eggar is starred with Maximilian Schell and Ingrid Thulin.

In a statement concerning the film's policy, Velde said: "We are fully aware that we cannot impose a rigid exhibition policy on motion picture theatres, but because of the extraordinary suspense qualities of this faccinating and dramatic film, we are urging that exhibitors subscribe to the following policy: 'NO ONE MAY ENTER THE THEATRE AFTER FABI ENTERS HER BATH!'"

The UA executive added, "Tremendous public interest will undoubtedly be created by the unique advertising campaign which will launch this film all over the country. It is our hope that exhibitors will take advantage of this interest

THIS IS A BIKINI MACHINE PAT. NO. 362435
(Just push the button and she does the rest!)
Dr. GOLDFOOT AND THE BIKINI MACHINE
STARRING
VINCENT PRICE
FRANKIE AVALON
DWAYNE HICKMAN
SUSAN HART
JACK MULLANEY
SPECIAL GUEST STAR
FRED CLARK
IN PANAVISION AND PATHECOLOR
FROM AMERICAN INTERNATIONAL
©1965 American International Pictures

LONDON Observations

By Jock MacGregor

WHILE JOHN TERRY IN HIS NATIONAL FILM FINANCE CORPORATION ANNUAL report welcomes within limits the growing involvement in the financing of British films by the U.S. distributors he fears that if allowed to expand unchecked, it could by its absorption of talented film makers represent a threat to the continuance of a truly British film production industry. Currently, he has about two million pounds loaned for active production and a further million uncommitted. He wants the government to decide whether NFFC should continue after its charter expires in March, 1967, and to make a further large loan to enable it to finance the bigger pictures which today are the most profitable.

Terry is frankly afraid that bowing to labor pressure, or for other reasons, American interests might find themselves forced to reduce production here, and that the money might be essential to keep the studios operating. However, he has no jingoistic beliefs that all British film men are marvelous. In fact, the reverse might be nearer the case. With unexpected candor in a government report, he writes: "There are some producers whose talent, imagination, and skill have proved inadequate to meet the demanding and not easily predictable tastes of cinema audiences, and for this reason have failed to commend themselves to sources of finance. They may call themselves **independent**, but in their cases, this epithet amounts to little more than a euphemism for **unsuccessful**. It certainly does not entitle them to receive from the public purse funds which they have failed to raise elsewhere."

THE ANGLO FRENCH CO-PRODUCTION DEAL HAS BEEN SIGNED. THIS WILL give pictures which are made under pretty stringent terms dual nationality and the benefits offered in both countries. I cannot help feeling that some are welcoming it with tongue in cheek, for ultimately it can add to the problems of producers, distributors, and exhibitors. The terms are frankly not all that attractive, and while the scheme may work with foreign speaking countries where dubbing is acceptable, I am not sure how British and French producers with their very different outlooks will cooperate or how the part dubbed films will be received. The Board of Trade has been cagey about details, but these are believed to be onerous. It is understood that both governments must agree on subjects which are to cost at least $280,000; that personnel of a third country can only be employed under certain circumstances; that each partner must invest at least 30 per cent; and that locations should be restricted to the two countries. The scheme initially is to run 18 months, and the pictures are to be made back to back, so to speak—one being basically British and the other French. The least attractive feature is that co-productions cannot be released by the same distribution organization in both countries. British trade unions have yet to give their approval.

ON SUNDAY, THE NATIONAL FILM THEATRE SCREENED REPRESENTATIVE films made by students at London schools of film technology. These ran from the way-out, experimental—representing the running before walking group—to the mundanely conventional. Early in the ensuing discussion, pressmen were asked to put up their hands, and it was suggested that we should make our comments later. I am glad this did not happen. I suspect my views might have got me torn apart by the earnest youngsters. It appears that generally, most are encouraged, as in art classes, to express freedom of creative thought rather than be guided within the needs of the commercial cinema. Courses can last several years and are only open to those with higher academic standards. It is not surprising that most graduates have found work with documentary, industrial, and tv units. I still think feature producers will find it more practical to encourage those who have the guts to come up the hard way—from the studio floor.

WHILE AMERICAN EXHIBITORS DEPLORE THE LACK OF PRODUCT TO KEEP theatres open and consequent blind bookings, the Federation of Film Unions delegation meeting the Monopolies Commission in the film supply situation here plugged for a third vertically integrated group of publicly owned theatres, allegedly to ensure the survival of independent film production and an expanding British film industry. This is a wonderful, pious thought, but the press statement does not suggest how this utopia can be achieved, where the talent and money is to be found for the productions, or what can be done about potential audiences . . . . I had an illuminating noggin with Eagle's Barry Jacobs on his return from his first American trip in search of product for distribution here. He says he has never heard so much big sales talk backed with so little true knowledge of this market . . . . Cartoonists Joy Batchelor and John Halas have screened their finest work ever, "Tales of Hoffnung." Though the series have been made in conjunction with the BBC for TV, they are so good that exhibitors are gladly showing them in color. I was the only trade columnist to see the preview of the James Ward Golden Era adventure thriller, "License to Kill," which introduces special agent Charles Vine. I was completely sold. I was asked about its American chances. I though they were excellent and later suggested that the only person to get the most from it would be Joe Levine. He was approached, concurred, and has bought it for early release—all part of the service. . . . Projects editor of the Sunday Times Magazine, George Perry, has been a Hitchcock enthusiast since school days, studied all his films, and read everything that he could about him. Now he has proluced a labor of love, "The Films of Alfred Hitchcock," which is profusely illustrated and will be available in America through E. P. Dutton and Co. at $1.95 . . . . Walt Disney's "That Darn Cat" is to be given an early release here and will have completed its major dates before opening Christmas at New York's Radio City Music Hall. . . . Two James Bonds will be shooting it out around town in November when Charles K. Feldman finally gets "Casino Royale" into production, with Joe McGrath directing. So far, Peter Sellers, Trevor Howard, and Shirley MacLaine have been signed. Harry Saltzman and Cubby Broccoli will no doubt be watching from behind the curtains in their office fortress.

Veteran Reade Employee Honored At Firm Picnic

OAKHURST, N. J.—Forty years of service to the Walter Reade-Sterling, Inc., organization have been recognized for William Downs, Neptune, N. J.

Downs, an office employee at the company's Mayfair House executive offices on Deal Road, Oakhurst, was honored at a picnic for all employees of Walter Reade-Sterling's Oakhurst and New York City offices.

With his wife, Harriet, Downs was called to a specially constructed stage during the outing to be recognized by Walter Reade, Jr., president, and members of Reade's family for his service. He received gifts from both the company and his fellow employees.

Downs joined the Walter Reade organization in 1925, at what was then the Savoy Theatre, New York City, owned by the late Walter Reade, Sr. From point of service, he is the longest currently employed person among the nearly 1,000 people on the company's payroll.

He, his wife, and family have lived in Neptune for the past decade, moving from New York to New Jersey when the Oakhurst executive offices were established in 1954.

CLARK TRANSFER, INC.

Terminals:

- BOSTON, MASS
  818 Albany Street, Roxbury 617-268-4682
- NEW YORK, N. Y.
  603 W. 46th Street . 212-246-0815
- NORFOLK, VA.
  316 South Main Street 703-545-3832
- PHILADELPHIA, PA. (Executive Offices)
  829 North 29th Street 215-232-3100
- RICHMOND, VA.
  312 South 17th Street 703-648-6083
- TAMAQUA (HOMETOWN), PA. 717-668-1727
  RD # 2
- WASHINGTON, D. C. 202-526-4800
  3194 Bladensburg Road, N. E.

PROGRESSIVE ELECTRIC
CONSTRUCTION CO. INC.
240 N. 13th ST. • PHILADELPHIA 7, PA.
*35 Years of Theatre Construction
and Maintenance*

REVIEWS

The famous pink paper SAVEABLE SECTION in which Experienced Trade Analysts evaluate coming product

MOTION PICTURE
EXHIBITOR
SHOWMEN'S TRADE REVIEW

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 26 year old service is both numerically more complete, and informatively more candid, than any similar analysis. Cumulatively numbered by film seasons (September to September). It is recommended that readers consecutively save all REVIEWS section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined the every second week, yellow paper SERVISECTION indexes to the past 12 months' product, and the alternating every second week pink paper REVIEWS, represent a unique informative service to theatremen.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.

SECTION TWO
Vol. 74, No. 10

OCTOBER 6, 1965

ALLIED ARTISTS

King And Country

DRAMA
90M.

Allied Artists
(Landau)
(English-made)

ESTIMATE: Stark drama has limited appeal.

CAST: Dirk Bogarde, Tom Courtenay, Leo McKern, Barry Foster, James Villiers, Peter Copley, Barry Justice, Vivian Mayalon, Jeremy Spencer, James Hunter, David Cook. Co-producer, Norman Priggen; co-producer and director, Joseph Losey; associate producer, Richard Goodwin.

STORY: Private Tom Courtenay is awaiting court martial for desertion, and detailed to defend him is Captain Dirk Bogarde, who takes on the chore reluctantly but finds himself involved and impressed by the sincerity of Courtenay. The pressure in the front lines caused Courtenay to want to walk home. Meanwhile, around him, his fellow soldiers rest in the mud and filth awaiting the signal to push forward. Bogarde puts up a spirited defense, but Courtenay is found guilty based on the cold facts presented by witnesses. The next day, the sentence is carried out. When he doesn't die from the shots of the firing squad, Bogarde fires the final shot.

X-RAY: Herein is a grim treatise on war, its effects, and the men who are forced to either fight or run. Entertainment it's not in the accepted sense of the word, but intense drama it is, overflowing with revolting incidents and conditions. The squalor and physical filth of war are seen, as are some of its mental consequences. The acting is very good, and so is the direction and production. This will not be everyone's cup of tea, but awaiting it in the arty spots could be the intellectuals, the war decriers, critics who hunger for the unusual and films with messages, etc. The screenplay is by Evan Jones, from the stage play by John Wilson, based on a story by James Lansdale Hodson. Courtenay is most effective in the role of the doomed private, as is Bogarde as the defending officer.

AD LINES: "War Is Fury And Hell And A Tester of The Mettle of Men"; "Men In War Must Stand For King And Country Or Run For Fear And Love of Life."

COLUMBIA

The Great Sioux Massacre

Columbia
(CinemaScope)
(Color by Pathe)

MELODRAMA
91M.

ESTIMATE: Okay programmer.

CAST: Joseph Cotten, Darren McGavin, Philip Carey, Julie Sommars, Nancy Kovack, John Mathews. Michael Pate, Don Haggerty, Iron Eyes Cody. Produced by Leon Fromkess; directed by Sidney Salkow.

STORY: Philip Carey as General Custer tries to be fair with the Indians, fighting powerful forces in Washington who are out to make what they can out of the posts of Indian agents, etc. His accusations finally result in a hearing which sees him relieved of his command. Prior to this, he had welcomed to his command Captain Darren McGavin, who also believed that fairness should be in order for the Indian. McGavin is also in love with Julie Sommars, daughter of Major Joseph Cotten. After Carey is out to pasture for some time, he is approached by politicians, who believe that his career can be reactivated. Through it, he can climb the political ladder to the presidency. He turns on his former principles, and to make headlines, he kills Indians at the slightest provocation. Each incident is reported back to the papers by a special correspondent assigned to his command. He is ordered to act in concert with other units to fight a huge gathering of Indians, but he decides to go it alone because the glory would be a great feather in his political carrer. Despite the warning of those around him, he rides into the now famous massacre.

X-RAY: Once again, some historic highlights of America are given the once over by the camera, and the result is a fairly interesting entry for the program, with names to help and familiar situations as stimulation. How authentic this is is anybody's guess, but it has action, adequate performances, and capable direction. It should hold the attention of young and old alike. The screenplay is by Fred C. Dobbs, based on a story by Sidney Salkow and Marvin Gluck.

AD LINES: "The One Battle Indian And Cavalry Will Never Forget"; "Indian Arrows Meet Cavalry Rifles In Custer's Famous Last Stand."

Mickey One

DRAMA
93M.

Columbia

ESTIMATE: Unusual offering needs special attention.

CAST: Warren Beatty, Hurd Hatfield, Alexandra Stewart, Teddy Hart, Jeff Corey, Kamatari Fujiwara, Franchot Tone. Produced and directed by Arthur Penn.

STORY: Warren Beatty is a night club comic, who has much promise. His success leads to some wild living, which is encouraged and financed by the underworld. He wakes up to find that somebody really owns him body and soul for the money that he spent. He can't get a breakdown as to his losses or the identity of his owners from club owner Franchot Tone, and he decides to run away to Chicago and lose himself in the slums. He finds a Social Security card bearing a Greek name, which others translate into Mickey One. This is his name from then on. Though employed in the kitchen of a restaurant, he can't resist attending the night spots that have entertainment. He persuades an agent to get him a booking in a small joint. The word spreads, and he is offered a test in a club owned by Hurd Hatfield and Jeff Corey. He is nervous about being in the spotlight again. At this time, a roommate, Alexandra Stewart, is forced on him by his landlady. They comfort each other, with him finally telling her the whole story. They also fall in love. He finally agrees to an audition at the club but fears that the same underworld interests may own this club, too. Knowing that this is his way of life, he is finally determined to face up to whatever is forthcoming. He goes on stage and begins his routine.

X-RAY: Writer Alan Surgal has the makings for a tight, fascinating, chase melodrama here, but somewhere along the way, it's been imbued with artistic touches that should make it most dear to the audience of the specialty spots, instead of the great masses of the public. Interest is well maintained; the acting is good; and direction and production are most worthy. Sell it as something special and classy, and it may wind up better than average. Warren Beatty is quite impressive in the lead.

AD LINES: "Who Was 'Mickey One'? Why Was He On The Run? Don't Miss The Thrill-Packed Answer"; "Run, Mickey One, Run . . . Death Dealers Are Not Far Behind."

MGM

The Hill

MGM
(Seven Arts)
(English-made)

DRAMA
122M.

ESTIMATE: Powerful, grim drama of life in a military prison.

CAST: Sean Connery, Harry Andrews, Ian Bannen, Alfred Lynch, Ossie Davis, Roy Kinnear, Jack Watson, Sir Michael Redgrave, Ian Hendry, Norman Bird. Produced by Kenneth Hyman; directed by Sidney Lumet, screenplay by Ray Rigby.

STORY: Regimental Sergeant Major Harry Andrews runs a British military prison stockade with an iron hand. He excuses brutality on the grounds that it is the only way to make the prisoners fit to return to duty. The prison commandant is merely a figurehead.

New prisoners include tough Jack Watson, who beat up several military policeman; weak Alfred Lynch, who went A.W.O.L. in an attempt to return to his wife Jamaican Negro Ossie Davis, who stole whiskey and is treated with extra brutality because of his color; cowardly Cockney Roy Kinnear, with a long record for petty theft; and Warrant Officer Sean Connery, a fine soldier court-martialled for striking an officer and alleged cowardice under fire. Actually, Connery's action was justified, but that makes no difference to Andrews. A new guard sadistic Ian Hendry, joins the staff and is assigned to the new prisoners. He is determined to break the spirit of anyone opposing him, and is immediately in conflict with guard Ian Bannen, who would like to treat the men as human beings. A huge man-made hill of rock and sand is used to punish prisoners, who must double-time up and down under the broiling sun carrying full packs. Determined to break Connery, who holds him in obvious contempt, Hendry forces all five men to spend long hours on the hill Concentrating his fury on the weakest, Hendry's treatment results in Lynch's death. Banding together in fear, the camp personnel classify Lynch's death as accidental. Connery announces that he will bring the whole matter to the attention of the authorities and stands firm despite a brutal beating. Realizing that they are beaten, Andrews and prison doctor Sir Michael Redgrave abandon Hendry. Connery is assured of victory until the three remaining prisoners turn on Hendry and kill him. All hope for a just hearing and better treatment for future prisoners is lost as the men are interested only in a small moment of revenge.

X-Rays There is no denying the dramatic power and shattering impact of this grim and brutal story of life in an English military stockade. Commercial possibilities are still something of a question mark, however. The brutality is unrelieved, and even the moments of humor have a sharp cutting edge. It can be honestly classified as a man's film, although the presence of Sean Connery can be used to interest the gals who have been attracted by his James Bond image. Connery is excellent, underplaying his strong character to fine effect under the control of director Sidney Lumet, whose hand never falters. All performances are first-rate, with Harry Andrews, Ian Bannen, and Ossie Davis standing out. Audiences can almost smell the sweat and feel the strain, and the horrible hill itself is ever present. This is a superbly fashioned film, but it may well be too strong for the stomachs of some movieogers. Those who see it will be deeply affected, but audiences seeking escapist fare or conventional entertainment won't be attracted. It figures to fit best into a specialized playoff pattern. Play up Connery's presence, alhough nothing could be further from James Bond. This is raw and potent stuff, suited for adults only.

Ad Lines: "The Line Between Men And Savages Is A Thin One . . . The Hill Erases It Entirely"; "Shattering Drama . . . Brutal Power . . . Shock After Shock As The Screen Hits A New High In Adult Fare."

The Secret Of My Success

MGM — Comedy
(Panavision) — 112M.
(Color)
(Filmed abroad)

Estimate: Cute comedy.

Cast: Shirley Jones, Stella Stevens, Honor Blackman, James Booth, Lionel Jeffries, Amy Dolby, Joan Hickson, Robert Barnete, Nicolau Breyner. Directed by Andrew L. Stone; a Virginia and Andrew Stone Production.

Story: James Booth is left a huge inheritance by an acquaintance of his mother, Amy Dolby, and he relates how it all came about. As a constable in a small English village, he is overwhelmed by a village dressmaker Stella Stevens, who reports her husband missing. Inspector Lionel Jeffries suspects foul play, but he can't prove it though he has the cellar dug up. It turns out that Stevens really did kill her husband, and she uses the excavation in the cellar to get the body buried. Dolby suspects a tie-in with the local lord magistrate, and she persuades him to transfer Booth and also to promote him. His next case concerns Baroness Honor Blackman and her husband, Baron Lionel Jeffries, who come to the attention of the police when a body is found on the premises. They discover that experiments have brought about huge spiders. They take away the Baron, but mad Blackman is really responsible. Dolby intervenes again, and this time, Booth is made liaison officer to the president of a small South American republic, Lionel Jeffries. Revolutionist Shirley Jones pretends that she and others want to make a movie there, and they inveigle Booth and Jeffries into cooperating. The regime is overthrown, with Booth becoming head of the country in a bloodless coup. He returns to England where an impressed and elderly Earl, also Lionel Jeffries, makes him heir to his vast fortune and then dies. Booth pays tribute to Dolby for his success, and she persuades him to put her name in his will just in case something happens to him. He agrees and Dolby arranges for something to happen to him.

X-Ray: Smooth, slick, funny, versatile, and entertaining is this cute comedy that features mirth and mayhem in generous amounts. It should please most audiences, with many a chuckle here and there. It's good escapist fare with capable performances, dircetion, and production. Perhaps special praise is due to that very efficient performer, Lionel Jeffries, who takes on four different roles in excellent fashion. Director Stone, a fine craftsman, also wrote the screenplay.

Ad Lines: "The More Murders The Merrier"; "Murder For Fun And Profit."

PARAMOUNT

Beach Ball

Comedy with Music
83M.

Paramount
(Technicolor)

Estimate: Okay entry for teen set.

Cast: Edd Byrnes, Chris Noel, Robert Logan, Gail Gilmore, Aron Kincaid, Mikki Jamison, Don Edmonds, Brenda Benet, Anna Lavelle, James Wellman, and guesting are "The Supremes," "The Four Seasons," "The Righteous Brothers," "The Hondells," and The Walker Brothers. Produced by Bart Patton; directed by Lennie Weinrib.

Story: Edd Byrnes is arranger and manager for a musical group consisting of Robert Logan, Aron Kincaid, and Don Edmonds. All are to become college dropouts in the pursuit of a musical career. They plan on entering a big contest and use the money to pay off their musical instruments and give them a start. James Wellman, from whom the instruments were purchased, has ideas about repossessing same unless he is paid for them immediately. They try stalling tactics while Byrnes tries to con the college credit union out of the needed money on the pretext that they need it for re-registering for the fall semester. He convinces credit head Chris Noel, and when she and the finance committee, consisting of Brenda Benet, Gail Gilmore, and Mikki Jamison, arrive to give them the money, there is a huge party going on. They learn that all of Byrnes' talk was phoney. Noel tears up the check, but later she and the others decide to try to convince them to return to school and play their music as well. They manage to keep a step ahead of Wellman and the police until they win the contest. They pay off Wellman and also register for school to make the girls happy.

X-Ray: Lots of modern music, fun on and off the beach, a lightweight plot that's a bit on the familiar side, adequate performances, and average direction and production are to be found in this entry that should please the teen set with its youthful machinations and exuberance. It's another beach entry with the boys and girls cavorting in color. It can do as well as others in the group. David Malcolm wrote the screenplay.

Ad Lines: "Everybody Will Have A Ball Watching 'Beach Ball'"; "The Greatest Gathering Of Top Teen Talent In Many A Movie—It's The Winginest."

Situation Hopeless— But Not Serious

Comedy Drama

Paramount — 97M
(Filmed aboard)

Estimate: Entertaining entry.

Cast: Sir Alec Guinness, Michael Connors, Robert Redford, Anita Hoefer, Mady Rahl, Paul Dahlke, Frank Wolff, John Briley, Elisabeth Von Molo, Carola Regnier. Produced and directed by Gottfried Reinhardt.

Story: When two American fliers are shot down over Germany, they parachute into the woods near a small town where Sir Alec Guiness is an air raid warden, whose cellar shelter has never been occupied. The pair, Michael Connors and Robert Redford, take refuge there, and Guinness captures them by locking a metal gate. A lonely man living in solitude since the death of his mother, he does not turn the men over to the authorities but keeps them as prisoner-guests for months on end. The pair are unaware that the war is over since Guinness deludes them with tales of imaginary wins and defeats. He keeps their presence a secret from neighbors and authorities feeling it nice to have someone to care for and talk to. When he is taken ill, complications ensue, but he returns home to let them out. They make for Switzerland, avaiding contact with everyone. They fear internment in a POW camp. They eventually realize the truth and reach hime, their story breaking everywhere. Connors and Redford remain friends, and wealthy, Redford hires Guinness as his butler, a boon for the lonely man.

X-Ray: This entry pokes fun at war, at loneliness, and even at cliches in conflict and film. In so doing, it generally entertains well even though its length is a bit excessive. A bit of trimming in the section covering the confinement of the pair of Americans in a German cellar for years would have helped the pace of the picture. Otherwise, it offers a bit of the dramatic, bits of comedy, good performances, capable direction, and fine production values. The screenplay is by Silvia Reinhardt, adapted by Jan Lustig from the novel, "The Hiding Place," by Robert Shaw.

Ad Lines: "War Is Hell-Especially For Two American Fliers Trapped In A German Cellar For Years"; "This Situation Is Loaded —With Entertainment."

Seven Slaves Against The World

Paramount MELODRAMA
(Technicolor) 96M.
(Techniscope)
(Italian-made)
(Dubbed in English)

ESTIMATE: Will please kids and action fans.

CAST: Roger Browne, Gordon Mitchell, Scilla Gabel, Germano Longo, Alfredo Rizzo, Giacomo Rissi Stuart, Carlo Tamberlani, Arnaldo Fabrizio. Produced by Elio Scardamaglia; directed by Michael Lupo; story and scenario by Roberto Gianviti and Lupo.

STORY: Roman tribune Roger Browne's distaste for the arena gets him a command in the hinterland where he replaces sadistic Giacomo Rossi Stuart as commander of a slave camp on the site of an aqueduct Rome is building. To cover for his dishonesty in purchasing supplies for the camp and to discredit Browne, Stuart has his men touch off a slave uprising while he is absent informing the counsel of the area that Browne is too soft on the slaves. For destroying the Roman garrison, all of the slaves but six are crucified when caught. The six are joined by Browne, who is guilty in the eyes of his superiors, and become gladiators. Stuart, who is conspiring with local leaders to forcibly overthrow the Roman government, enlists the aid of the mystery gladiators, who have acquired a reputation for being invincible in combat. Meanwhile, Scilla Gabel convinces the counsel that Browne may be innocent, and Stuart is exposed. The gladiators ride off free men, with a match in the offing for Browne and Gabel.

X-RAY: While the action is well sustained; use of color is adequate; and wide screen helps the entry, this could stand a little shortening in certain spots where the action seems to subside. It should do well in the support and double-bill action slots, and, with adequate dubbing for the program, will no doubt find a welcome in regulation houses and at drive-ins. The battle scenes are entertaining enough, and wide screen helps. Production is generally acceptable, though dialogue and plot aim at the lowest audience levels. Though dubbed, the film should carry its weight as part of the bill.

AD LINES: "The Seven Mightiest Men On Earth," "The Most Savage Combats Ever Fought."

UNIVERSAL

The War Lord

MELODRAMA
123M.

Universal
(Color)
(Panavision)

ESTIMATE: Charlton Heston rides, fights, and loves again.

CAST: Charlton Heston, Richard Boone, Rosemary Forsyth, Maurice Evans, Guy Stockwell, Niall MacGinnis, Henry Wilcoxon, James Farentino, Sammy Ross, Woodrow Parfrey, John Alderson, Allen Jaffe, Michael Conrad, Dal Jenkins, Johnny Jensen. Produced by Walter Seltzer; directed by Franklin Schaffner.

STORY: In the 11th century, Charlton Heston is a war lord of the Duke of Normandy. He has been made governor of a coastal village as a reward for his skill in battle. Accompanying him to his domain is his brother, Guy Stockwell, and officer-friend Richard Boone. They arrive in time to save the villagers from a group of northern invaders, the Frisians. Among those left behind is a child, Johnny Jensen, prince of the enemy king, Henry Wilcoxon, although his identity is unknown to anyone save a dwarf-like jester. After the village and his castle are set in order, Heston goes hunting and comes upon Rosemary Forsyth, who is betrothed to James Farentino, son of the village chief. Heston can't forget her and asks her to come work in the castle. His brother wonders why he doesn't just take her, but Heston declares he has respect for her betrothal. After the wedding, Heston demands his right of the first night, which permits the lord of the area to spend the first night with the bride. Alone, he is reluctant again to use force and gives her leave to go. She insists on staying. The next morning, in love, they find it impossible to part. Farentino swears vengeance and goes to the Frisians to ask them to take on Heston. He advises them that Jensen is a live prisoner. They do press the attack, aided by the villagers. As things look bad, Stockwell returns with help. Stockwell informs Heston that the duke has removed Heston from power and that he is taking over. Heston is willing, but Stockwell's tirade against Forsyth soon has them fighting. Stockwell is killed. Heston returns Jensen to his father, who offers Heston all he owns and sanctuary in his country. Heston refuses, preferring to go to the duke to straighten things out. He does ask sanctuary for Forsyth, which is granted. Farentino suddenly attacks weary Heston who is mortally wounded.

X-RAY: Charlton Heston, all-time champion of the Middle Ages, once again takes on all manner of foe as well as lovely Rosemary Forsyth in an area bounded by swamps and castles and amid flying arrows, spears, flaming missiles, swords, and knives. He also has troubles from an enraged bridegroom and with a jealous brother. A viewer can but admire the stamina and courage of Heston, who this time is replete with a Beatle-type haircut. There's action aplenty, drama, and romance, as well as fine performances, good direction, and impressive production values. A special preview audience seemed to be generally enthralled by the on-screen antics, which could have been improved by a bit of tighter editing. The screenplay is by John Collier and Milliard Kaufman, based on the play. "The Lovers," by Leslie Stevens.

TIP ON BIDDING: Higher bracket in some situations.

AD LINES: "Her First Night Belonged To 'The War Lord'—The Others To Her Bridegroom"; "An Action-Packed Adventure Pulsating With The Passion Of Love And War."

MISCELLANEOUS

Rope Of Flesh

MELODRAMA
91M

Delta Films Inc.

ESTIMATE: "Tobacco Road" type of adult film is best for exploitation spots.

CAST: Hal Hopper, Antoinette Cristiani, John Furlong, Stu Lancaster, Rena Horten, Princess Livingston, Lorna Maitland, Sam Hanna, Nick Wolcuff, Frank Bolger, Lee Ballard, Mickey Foxx, F. Rufus Owens. Produced by Russ Meyer and George Costello; associate producer, Eve Meyer; directed by Russ Meyer.

STORY: During the depression, John Furlong, recently released from prison on a manslaughter charge, comes into a Missouri farming community and secures a job on a farm. He soon finds himself involved with the niece of farmer Stu Lancaster, Antoinette Cristiani, who is married to Hal Hopper, an ignorant, sadistic sensualist, who suspects Furlong and tries to goad him into violence. Furlong withstands the abuse, keeps quiet, and turns to the town harlots, Lorna Maitland and Rena Horten, for solace. Hopper uses even this against him. Using the local fanatical preacher Frank Bolger as his foil and mouthpiece, Hopper plots to stir the town to lynch-fever and destroy Cristiani, Lancaster, and Furlong. His plan goes awry, and in an insane rage he burns the farm, attempts to frame Furlong, and finally rapes and murders Bolger's wife, Lee Ballard. Furlong tries to save Hopper from a lynch mob, but is unsuccessful. The future seems assured for Furlong and Cristiani.

X-RAY: This unsavory meller on "Tobacco Road" lines is full of sex, lust, savagery, a hanging, etc., and is most unpleasant film fare although performances, direction, and production are first-rate. Russ Meyer proves he knows more than a thing or two about making films, and if he ever gets his teeth into a more worthwhile vehicle, it will bear watching. A half dozen or so profanities in the dialogue grate on the ears and are more shocking than necessary. There is quite a bit of nudity as well. Screenplay is credited to Raymond Friday Locke and William E. Sprague. This is best suited for adults only in the exploitation spots and would require care in booking elsewhere.

AD LINES: "Bawdier Than 'Tobacco Road' "; "An Unflinching Expose of Small-Town Lust and Savagery."

FOREIGN

The Face Of Fu Manchu

Seven Arts MELODRAMA
(Techniscope) (Technicolor) 96M.
(Made in England)

ESTIMATE: Sax Rohmer's oriental menace in action again.

CAST: Christopher Lee, Nigel Green, James Robertson Justice, Howard Marion-Crawford, Tsai Chin, Joachim Fuchsberger, Karin Dor, Walter Rilla, Harry Brogan, Poulet Tu, Peter Mossbacher. A Hallam production; directed by Don Sharp.

STORY: When her father, German scientist Walter Rilla, is abducted, Karin Dor reveals to Scotland Yard investigator Nigel Green that he had been working on a deadly poisonous gas for Fu Manchu (Christopher Lee), with which Lee hopes to rule the world. This confirms Green's presentiment that Lee is still alive. Dor is captured by Lee's henchmen, who next steal the formula from the British Museum. At a demonstration of the gas in a remote English village, Lee proves its fatal powers by killing all forms of life. Green follows Lee to Tibet where he awaits delivery of the seeds which may be distilled to produce more of the fatal gas. Planting dynamite in the chest containing the seeds, Green succeeds in blowing up the palace along with Lee and his henchmen. But is Lee really dead?

X-RAY: There has not been a Fu Manchu thriller for a number of years, and this meller

(*Continued on page* 5332)

ALPHABETICAL GUIDE TO 42 Feature Reviews

This Index covers features reviewed thus far during the 1965-66 season in addition to features of the 1964-65 season, reviewed after the issue of Aug. 18,1965.—Ed.

A

Agony And The Ecstasy, The—140m.—Fox 5326
Apache Gold—91m.—Col. 5321

B

Beach Ball—83m.—Par. 5330
Billie—87m.—UA 5323
Breakfast At Tiffany's—115m.—Par.—Re. 5322

C

Caressed—81m.—Fox 5327
Crazy Paradise—95m.—For. 5324
Curse of The Fly, The—86m.—Fox 5322

D

Devils of Darkness—88m.—Fox 5322

F

Face of Fu Manchu, The—96m.—For. 5331

G

Great Sioux Massacre, The—91m.—Col. 5329
Greed In The Sun—112m.—MGM 5325
Gunmen of The Rio Grande—86m.—AA 5321

H

Hill, The—122m.—MGM 5329

K

King and Country—90m—AA-Landau 5329

L

Little Nuns, The—101m.—Emb 5325
Little Ones, The—66m.—Col. 5325
Living It Up—85m.—Par.—Re. 5322

M

Marriage On The Rocks—109m.—WB 5327
Married Woman, The—94m.—For. 5328
Mickey One—93m.—Col. 5329
Murieta—108m.—WB 5323

N

Nobody Waves Goodbye—80m.—Misc. 5323

O

Once A Thief—107m.—MGM 5321

P

Pardners—88m.—Par.—Re. 5322
Paris Secret, 84m.—For. 5328

R

Rage To Live, A—101m.—UA 5327
Repulsion—105m.—For. 5332
Revenge Of The Gladiators—100m.—Para. 5326
Reward, The—92m.—Fox 5326
Rope of Flesh—91m.—Misc. 5331

S

Sabrina—113m.—Par.—Re. 5322
Secret of My Success, The—112m.—MGM 5330
Seven Slaves Against the World—96m.—Par. 5331
Situation Hopeless—But Not Serious—97m.—Par. 5330
Skull, The—83m.—Par. 5322

T

That Darn Cat—116m.—BV 5325
Treasure of Silver Lake—82m.—Col. 5321

V

Violent And The Damned, The—62m.—For 5328

W

War Lord, The—123m.—U 5331
Wild On The Beach—77m.—Fox 5323
Willy McBean and His Magic Machine—94m.—Misc. 5324

The Face of Fu Manchu

(*Continued From Page* 5331)

certainly should find a welcome among Sax Rohmer devotees and others who go for the oriental mastermind vs the Scotland Yard adversary in a big way. Production, direction, and acting, particularly that of Christopher Lee and Nigel Green, are first rate. Wide screen and color are assets. The performances by the entire cast are fine, and although this actionful melange resembles an old fashioned serial more than anything else, the screenplay by Peter Welbeck does contain all the elements of mystery, suspense, etc. This should certainly please in most spots as part of the program. It's good fun—although played seriously—and is a commendable effort that should deliver.

Ad Lines: "The Most Evil Man The World Has Ever Known"; "Sax Rohmer's Sinister Minister Of Fear Returns To Threaten The World."

Repulsion

Drama
105M.

Royal Films Int.
(English-made)

Estimate: Shocking fare with limited appeal.

Cast: Catherine Deneuve, Ian Hendry, John Fraser, Patrick Wymark, Yvonne Furneaux, Renee Houston, Helen Fraser, Valerie Taylor, James Villiers, Hugh Futcher, Mike Pratt, Monice Merlin, Imogene Graham. Produced by Eugene Gutkowski; directed by Roman Polanski; sceenplay by Polanski and Gerard Brach.

Story: John Fraser, a well intentioned young man, can not understand why he is being rejected by lovely beautician Catherine Deneuve, a shy foreigner who shares an apartment with her older sister, Yvonne Furneaux. Fraser, despite the disencouragement, is led to pity the girl, and his infatuation takes over. Deneuve, though she rarely verbalizes her feelings , is both obsessed and, as the title indicates, repulsed by sexual experiences with men. Her sister is not, and makes no effort to conceal an affair she is having with a married businessman, Ian Hendry. Deneuve is so tormented by the sounds of lovemaking that issue from her sister's bedroom that she is driven to lash out at Furneaux. As Hendry and Furneaux prepare to go on an Italian holiday, Deneuve's anxiety gains control of her, and she begins to deteriorate into psychosis. Her hallucinations—being ravished by a fiend who appears in her room at night—hands that seize her as she walks down the dark halls in the apartment—are terrifying and drive her deeper into retreat from reality. She barricades herself in the apartment, which becomes a nightmare symbolized by the flies that cluster around a cooked rabbit she finds her sister has left uneaten. Fraser's attempts to contact her fail as she leaves her job and cuts herself off completely from the outside world. He comes to the apartment and breaks in the door after she refuses to let him in. When his back is turned, she bashes him with a heavy candlestick, and puts his body in the bathtub. When her landlord comes to check on the rent, he interprets her silence and scant dress as an invitation to a little fun. Denueve attacks him with a straight razor and claims another victim. By the time her sister returns, she has retrogressed completely into a schizophrenic trance. They discover the ghoulish scene, and Deneuve is taken away.

X-Ray: "Repulsion" does live up to its title—of this there is no question. The puzzler is why make such a finely wrought attempt to plumb the murky depths of a psychotic girl's mind, when all audience may comprehend is the reality of the disease? Few will witness the film's hideous enactment of a deranged girl's horror and the resulting violence she commits, without wondering about the film maker's motive. Though the picture begins at a leisurely, even boring pace, and develops circumstantial support for the girl's principal fear (that of sexual contact), the viewer is left in the unsatisfying, unenviable position of the passerby who comes on an accident. The difficult role of a borderline mental case slipping into the grips of the unreal is played convincingly by Miss Deneuve. The subtle pressures exerted on the girl leading to her breakdown are also realistically captured, but in such a way that the audience is unprepared for the gruesome murders she commits. If the picture was made to shock, and shock only, it accomplished this. It is, however, more ambitious. The translation of audio and visual delusions is also uncomfortably accomplished. But having built something of an early audience identification with the girl by stressing the sordid facts of urban life, the film shifts its point of view completely, and you find yourself slowly brought to observe her more objectively. As the web closes, you begin to wonder if the film isn't something of a preposterous hoax. Having been sucked in by the bleats of the lamb being pawed by wolves, you watch the lamb shed its skin and turn into a throat-slashing monster complete with an underworld backdrop. Definitely not for the kiddies; not for family trade; not for those sensitive to ghoulish, imaginary rapists, bludgeonings, etc. Frankly, we wonder just who the picture was made for? Definitely one to see before booking.

Ad Lines: "See The Star Of 'Umbrellas Of Cherbourg' In A New, Spine Chilling Role"; "Tops Polanski's 'Knife In The Water' As A Study In Violence."

OCTOBER 6, 1965 SECTION THREE
Vol. 74, No. 10

EXPLOITATION

***ACTUAL PROMOTIONS** from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.*

This special section is published every-second-week as a separately bound, saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each saveable section represents current submissions by theatremen and promotion plans from distributors that have originality and ticket selling force. Exhibitors are invited to submit campaigns on specific pictures or institutional ideas. Add EXPLOITATION to your permanent theatre library. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna.—19107.

RADIO "HAMS" TIED-IN TO "BEDFORD INCIDENT"

U. S. Navymen serving their country around the globe—on land, at sea, and in the air—will be provided with a direct and immediate radio link with their "back home" family and friends via a unique promotion campaign for "The Bedford Incident," recently set for a quadruple premiere at four of the nation's top naval centers.

Theatres across the country playing "The Bedford Incident" will become "Ham" radio, transmitting stations contacting the servicemen, through the cooperative efforts of "CQ" magazine, the National Amateur Radio Journal, and Columbia Pictures, distributor of the nerve taut naval suspense-drama. The magazine, which is the world's largest magazine serving "Ham" radio operators, will make a special pitch to its member-subscribers to contact theatres playing the film in their areas and offer their active participation in the worthwhile campaign. Similar requests made in the past by the publication for concerted efforts have received overwhelming response.

With highly-skilled radio operators sending messages from the theatre lobbies to Navy servicemen everywhere. "The Bedford Incident" promotion will provide a valuable service as well as focus national and local attention on the film.

Special lobby displays from Columbia Pictures posted in advance of the film's local playdate will inform patrons of the service, and feature the call letters of the participating operator. In addition, a display of his QSL postcards, which are acknowledgments of other amateur stations he has "worked" throughout the world, will inform theatre patrons of "Ham" radio capabilities. There are more than 285,000 "Ham" radio operators, thousands of licensed owners of amateur radio stations, and numerous clubs across the country which will be reached by the advance promotion and "CQ" request.

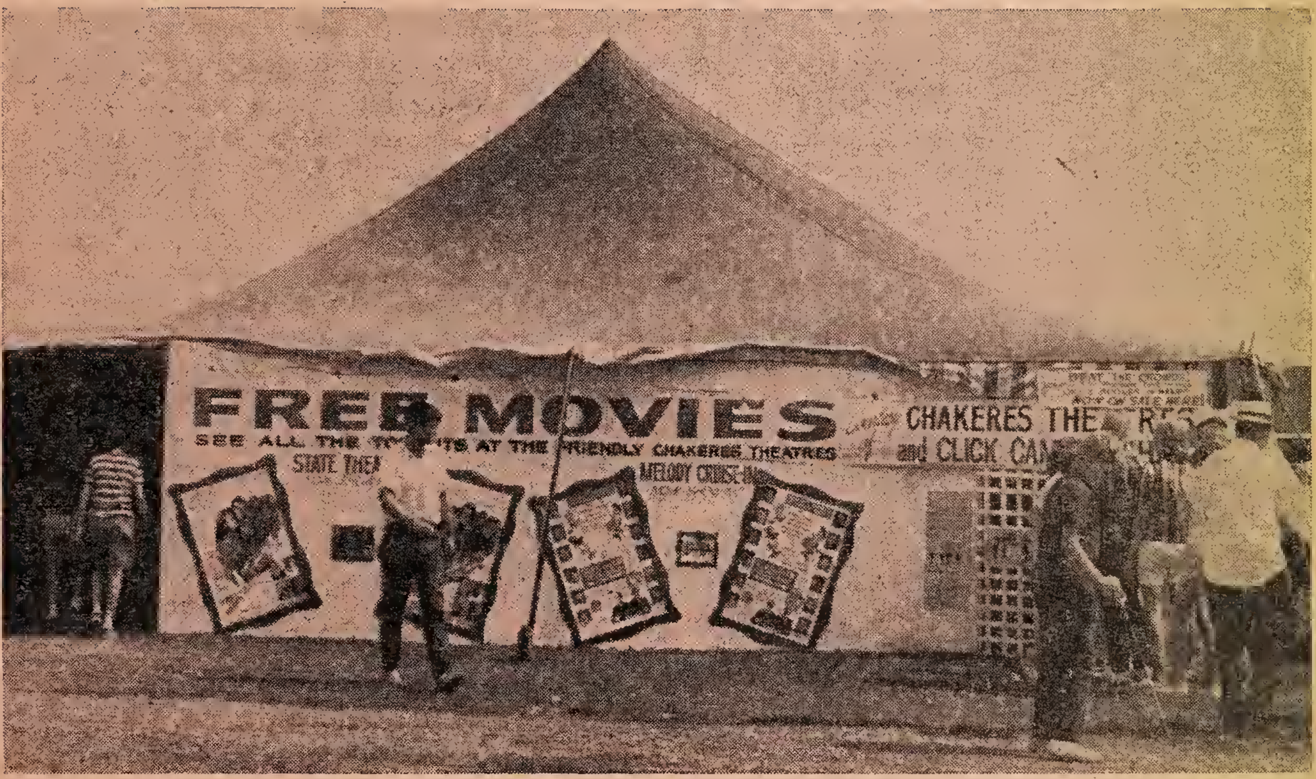
Publicity benefits from the promotion will include local and national newspaper, radio and TV coverage of the many features which will develop from the attention-getting device, as well as an important "word-of-mouth" boost in local situations.

Skull Rings For "Skull"

More than 35,000 skull rings were distributed by theatres in the greater New York-New Jersey area as Paramount's "The Skull" made its local debut in a saturation engagement.

The free give-away was widely heralded in advance of opening, and allotments of 1,000 rings per theatre were quickly exhausted.

Chakeres Theatres Get Help For "Help" In Tent At County Fair



Chakeres Theatres tent show 1965 version was the large tent set up on the midway of the fair grounds of the Clark County Fair in Ohio recently to plug attractions at their theatres particularly the United Artists' Beatles feature, "Help!", at the Regent, Springfield, for which advance tickets were sold.

Slapstick In Syracuse

Radio listeners in the Syracuse area who harbored secret desires to throw pies at their "favorite" disc jockeys got their chance recently, as a result of a special promotion for MGM's "Laurel and Hardy's Laughing 20's." Tying in with the custard pie fights which were representative of one of the comedy team's trademarks, radio station WFBL had several of its disc jockeys on hand in front of the Genesee Theatre at the Westgate Shopping Center, to take part in the festivities. Also on hand were one hundred custard pies—donated by Ma Tuttle Pies, Inc., a local baker. For fifty cents (all money went to the Syracuse chapter of the March of Dimes) anyone could purchase a custard pie and hurl it at the grinning visage of their favorite radio personality, who stood in overalls in front of a canvas backdrop. Although there is no known record of hits and misses, the promotion received live coverage over WNYS-TV and advanced publicity via WFBL. In addition, both Syracuse newspapers covered the event, and—according to an unimpeachable source, several newspaper reporters participated in the pie throwing contest, as well. Although plans are not yet finalized, there's talk of a return match, with the DJ's on the throwing end next time.

SPRINGFIELD, O.—If you can't beat 'em, join 'em. That was the slogan Chakeres Theatres here took toward the Clark County Fair this year to promote the Beatles new picture "Help" which opened at the Regent, Springfield, Ohio, the following week to the biggest gross of the summer.

A large tent was set up on the midway of the fair grounds offering free movies, courtesy of Chakeres Theatres. This gesture provided tired people a chance to sit down and relax for awhile.

At the entrance of the tent were posters of "Help." In front there was a ticket booth selling advance tickets for "Help." Also in front, were posters advertising the attractions of Charkeres' State Theatre and the Melody Cruise-In Theatre.

Continuous music from the sound track of "Help" was played on the midway with a special tape plugging the opening of "Help."

In co-operation with Radio Station WIZE and the Pepsi Cola Co., a helicopter was hired to drop 1500 colored ping pong balls on the midway during a busy evening. Each ball could be redeemed for a prize. The Regent Theatre gave away 100 tickets to the opening day of "Help" and 100 "Help" records that were promoted free through a local record store.

(*Continued on page* EX-712)

Florida State Theatres Promotes U's "Ipcress File" Via Radio

The Jacksonville home office of Florida State Theatres has taken "The Ipcress File" under its advertising and exploitation wings to the extent of giving this English spy thriller being distributed by Universal one of the finest advance buildups of the year. FST's big promotion program for "Ipcress" began several weeks before Florida release dates when special Saturday morning screenings were held for managers of FST first-run theatres in the Jacksonville, Miami, Tampa and St. Petersburg areas so that each manager would be in a position to submit a suggested exploitation program for the picture. More than a score of these programs were submitted to a FST advertising team and the better suggestions were lifted from their sources and incorporated into the overall exploitation program which was developed and finalized two weeks later in a FST home office advertising session which was attended by Pete Rosian; Universal division manager from Cleveland; W. A. "Bill" McClure, Jacksonville Universal manager; Louis J. Finske, FST president; Harry Botwick, FST district supervisor from Miami; Bob Harris, FST district supervisor from Tampa; Robert Heekin, FST district supervisor of Jacksonville; Tom Sawyer and Vernon Carr, FST advertisers; and Walt Meier, manager of the local Florida Theatre.

Release dates for "The Ipcress File" were set up in key first-run theatres of the local, St. Petersburg, Miami, Orlando, Tampa areas and in several small-city and town locations. Locally, the Center Theatre was selected for "Ipcress" playdates and a sneak preview of the picture went into the Center a week ahead of opening to give the Center a complete sellout for the night of the sneak. Word of the sneak went out over the city's five leading radio stations—WAPE, WPDQ, WDCJ, WJAX and WIVY—and brought so much response that the Center ran out of empty seats an hour before "Ipcress" reached the screen during the sixth week of "What's New Pussycat?"

Two weeks before the scheduled opening at the Center, three-minute cross-plug trailers for "Ipcress" went onto the screens of the local Florida, Imperial, Empress, Capitol, San Marco Art and Edgewood theatres.

An excellent series of co-op ads were worked out between the Center Theatre and Ivey's, large downtown department store, in connection with the Insta-Brewer coffee maker which has several minutes of candid exposure in "Ipcress" as star Michael Caine is shown making his morning coffee with an Insta-Brewer outfit. The Sunday before opening theatrical pages of the Florida Times-Union featured a half-page ad of "Ipcress" in color and a full-page ad the day before opening in both the Jacksonville Journal and Times-Union caught the attention of many thousands by its novelty as a full-page theatrical ad had not appeared here for many months.

Bob Jones, junior manager of the Center, busied himself for days with a large stamp (which read "THE IPCRESS FILE" *Top Secret*) and a pad of washable red ink. He used his stamp an estimated 2,000 times on glass doors and windows throughout the downtown and suburban shopping areas.

On Saturday night, September 18, while "Ipcress" was being sneaked at the Center, the same print of the motion picture was "bicycled" by Center ushers in a time-honored operation to the Studio Theatre—four blocks away—on the seventh floor of the Florida Theatre Bldg., where "Ipcress" was shown to officials of Iveny's and to radio and newspaper groups. Newspaper reviewers Judge May and William V. Means II found "Ipcress" much to their liking and told their readers about it. In an inevitable comparison with Sean Connery of the James Bond series of films, May remarked "in spots it makes Mr. Bond seem like a rookie cop as he (Michael Caine) goes about tracking down a series of top-secret projects that are disappearing behind the Iron Curtain. . . ." May described "Ipcress" as an: "old-fashioned cliff hanger with a new look, some fresh faces and some effective tricks with color and light that add immeasurably to the suspense" and "he (Michael Caine) is exposed to everything from blackmail to cruelly intensive hypnosis that barely stops short of including the audience, until he finally emerges from his prison, bloody but unbowed in a smashing, surprise finish."

"Miss Ipcress' views a blowup of Universal's "The Ipcress File" quote poster at the Paramount, Kansas City, Mo., where the film had its midwest premiere engagement recently.

The advance radio advertising for "Ipcress" probably exceeded any radio advertising program aired over local stations for several years in scope and depth of exposure and for presentation to all types of radio fans including those seeking news broadcasts, hillbilly tunes, classical and semi-classical music, pop and jazz records, sports and through the whole gamut of tastes from high- to low-brow and back again.

Whatever success or failure comes to "Ipcress" as a ticket-selling motion picture over Florida, it can be said that this modest little spy thriller from England has been advertised on-the-spot to reach as many potential theatre-goers as any multi-million-dollar box office champ of the year and the well-oiled machinery of Florida State Theatres' advertising and exploitation setup has carried through to completion a splendid program for "Ipcress" to profit from and to prove its entertainment values to theatre patrons.

EXPLOITATION—an encyclopedia of useable exploitation stunts— is published every other week as a section of Motion Picture Exhibitor.

ART LOVERS AND FRENCH HIT BY K.C. PROMOTIONS

A pair of instant promotions for the opening of "Murder Most Foul" at the Embassy I and Embassy II Theatres and "The Umbrellas of Cherbourg" at the Studio Theatre were cooked up by Durwood Theatres in Kansas City.

To promote "Murder Most Foul" a model costumed in trench coat, dark glasses and slouch hat circulated among the art watchers at the Country Club Plaza Art Fair, one of the city's outstanding annual art exhibits, slyly slipping a wildly printed note into a hand here or a pocket there.

Working Friday, Saturday and Sunday, the model passed out more than 1,500 of the "notes" warning to beware of a "Murder Most Foul" on (Date) (opening day) at 438 Nichols Road (address of the twin theatres).

The exploitation stunt is regarded as especially desirable, being gotten up the day the art fair opened, requiring a minimum of expense and being especially effective among the thousands who attend the outdoor art fair which is held at a location in the next block from the theatres.

To promote "The Umbrellas of Cherbourg" personal letters, in French, were sent to all French teachers in local high schools and colleges inviting them to be the guests of Durwood Theatres at a regular showing of the film. The letters also offered special prices for student groups desiring to see the film. Also table tents featuring a two for the price of one admission were placed on the tables at the French Room Restaurant located at the Top of the Tower, one of the city's newest and most deluxe restaurants.

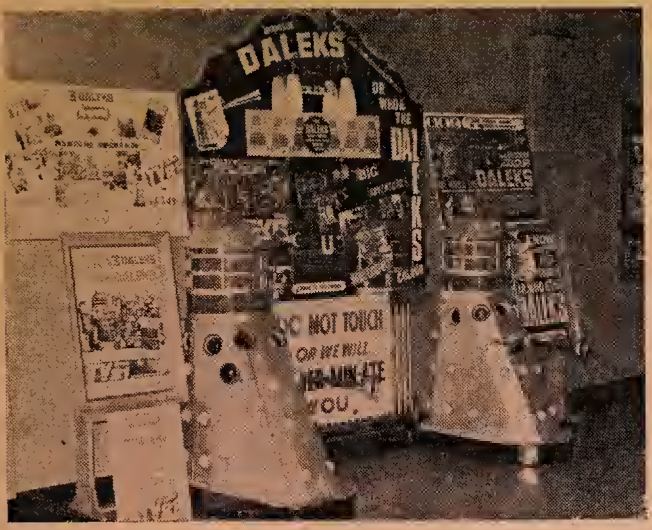
The "Murder Most Foul" and "The Umbrellas of Cherbourg" instant stunts fit well into the established policy of Durwood Theatres to provide effective promotion for every first run played in any of its 10 theatres here, according to M. Robert Goodfriend, general manager.

"Uncle Bill" Loves Kiddies

The SW Stanton Theatre, Philadelphia, has inaugurated a new policy of presenting special shows for children every Saturday morning at 10 A.M. with selected screen and stage programs. The first of these was a Free Show with tickets being distributed to schools and central city homes, and remaining tickets available at the theatre in advance.

The manager, William Kanefsky, will present Birthday Parties on stage for the children having a birthday within a current week, and birthday cakes and gifts will be distributed.

Kanefsky plans to augment screen attractions with live stage presentations including magicians, puppets, animal acts and other entertainment specialties for the children. Aside from the first free show, regular Saturday morning kiddie entertainment presentations will follow week to week from Saturday, October 9th, on which day the program will consist of the full length feature cartoon, "Hey There, It's Yogi Bear". On stage renowned magician, Ronald Kaufman will perform, and "Uncle Bill" Kanefsky will play host on stage for the birthday party celebrants. The regular child's price starting Oct. 9th will be 50¢ for all children.



This effective display complete with "speaking" robots was mounted by Albert Hallam, ABC, Nuneaton, England, recently for Regal International's "Dr. Who and The Daleks", science fiction thriller.

Birdwell On "Beau Geste"

Universal Pictures has retained Russell Birdwell to conduct a world-wide publicity campaign on "Beau Geste," the Percival Christopher Wren novel of the French Foreign Legion, it has been announced by David A. Lipton, vice-president of Universal Pictures Co., Inc.

Birdwell, who continues with his own public relations offices, will perform the assignment on "Beau Geste" on a non-exclusive basis.

In announcing the Birdwell assignment, Lipton declared—

"Birdwell starts on 'Beau Geste' before it goes into production and will stay with us until the film enters the theatres—the ideal manner of extracting the most from the best of publicity."

Real Marriage For "Marriage"

There was a "Marriage on the Rocks" in Miami Beach at high noon, Sunday, Sept. 26, when Jane Flynn and Ralph Guanci were joined in wedlock on the rocky jetties on Government Cut, near the Miami Beach Kennel Club.

Arrangements for the wedding were made by the Wometco Theatres, the theatre chain that presented the new Warner Bros. motion picture comedy, "Marriage on the Rocks," throughout the Miami area, beginning October 1.

LA MASCHERA DELLA MORTE ROSSA

American International's "Masque Of The Red Death" recently brought some American style advertising to Rome with street posters in abundance all over town.

British Showmanship

By Jock MacGregor

A new weapon in the British showman's armory is beginning to appear at the London bureau: tape recordings of plugs broadcast by the pirate radio ships which transmit from outside territorial waters. H. A. Roberston, Odeon, Bromley, has included them with two campaigns. For a three week suburban show case of "Mary Poppins" he ran his own heat to find his "Mary Poppins" to enter the national contest and promoted a number of additional local prizes. The result was announced over Radio London in "Bromley's Half Hour" together with full details of the contest, the booking at the theatre and a special request record chosen by the winner. The contest received extensive local press coverage and was backed by participating firms advertising and window displays. The local "Mary Poppins" rode in a flower decked jeep in the Bromley Carnival and greeted the guests at the Civic VIP opening. Robertson also got a 10 second plug which he claims could have cost $85.00 when he had a special one day booking of the ballet films, "Romeo and Julliet" and "Cinderella." These were shown on a two performance hard ticket basis. Following the success of previous prestige one day stands, he set about attracting interested patrons by contacting some 150 operatic, dramatic, choral, ballet schools and academies in a 15 mile radius, distributed 250 leaflets to local VIPS, hotels and to houses in the higher class residential areas and arranged window displays. He also invited officials at Russian Embassy to the performance and was pleasantly surprised when they accepted to make for an added press break. A ballet school provided young pupils in ballet dress to greet the guests and present bouquets. Pictures resulted in the press. Robertson reports that the take, despite a top international football match on tv, was 75 percent up on the average for the rest of the week.

I had not met Albert E. Hallam, of the ABC, Nuneaton, but when I entered a Film Row pub and unexpectedly saw him I knew him immediately: I have seen his picture so often in the local press photos supporting his campaigns that there was no mistaking. He was in London in recognition of his fine efforts at selling Variety Club Derby Sweepstake tickets and I remembered the batch of his campaigns in the in-tray waiting editing—14 to be exact. He exploits everything from a Sunday night shocker program to a road show with equal enthusiasm and generally seems to manage a good press break. The highlights include: For "Spy With My Face" he mounted a U.N.C.L.E. Organization Recruiting Bureau in the Foyer and issued membership cards; finding that a local amateur model builder had made models for the American Navy and the Embassy in London, he arranged a display of his works at the theatre when he played "In Harm's Way" and got a good press break; for Joe Vegoda's Techniscope presentation of the BBC TV serial "Dr. Who and the Daleks" he persauded the Electricity Board social club to construct three Dalek robots complete with flashing lights, moving arms and hidden tape recorders to exhort patrons to come and see the movie—over four weeks these were used at the theatre, Saturday morning children's club and as a street stunt; when a party of French students were guests of the twon he arranged for them to visit the theatre and see a second run of "A Hard Day's Night." At the request of the Nuneation High School headmaster he arranged a morning screening of "MacBeth" and notified all local schools that were studying the Shakespeare work. The press played this up as a fine piece of civic relations and recorded that more than 1000 pupils attended. He also got a five inch press break on the fact that his 79 year old usherette had a holiday managed through the courtesy of another ABC manager, John Hare, of Great Yarmouth, personally to achieve an ambition and meet the Bachelors, singing group. Representing the sheer Hallam cheek was the press break with the treble column headline he got when a wedding ring was found during the run of "Marriage—Italian Style!"

Roy Alexander, Gaumont, Burton-on-Trent, went after gimmicks when he played Rank's Morecambe and Wise comedy, "The Intelligence Men." One consisted of a card with a safety pine attached and the message "To assist when you split your sides laughing, etc"; on another card two matches were adhered—the message read "Don't miss our striking film, etc"; A third throwaway took the form of an intelligence test. He received 300 entries when the Burton Daily Mail published a still and invited readers to submit captions.

With Sunday opening of cinemas to the public in most parts of Wales forbidden A. O'Farrall, Odenon, Llanelly, has instituted a cinema club and has been privately showing double feature horrow programs plus old time serial "The Sea Hound" to encourage continuity of visits. Attendances are building steadily and a most worthwhile additional revenue is resulting. . . . A one day two performance of the opera film "Der Rosenkabalier" at the Odeon, Ayr, was backed by R. G. Honeyman with extensive canvassing of schools, societies, press and music lovers. The better class stores and the press were particularly cooperative. . . . Following approaches from the local Round Table, A. Duckworth, Odeon, Accrington, cooperated in the search for 1965's Miss Accrington. While the entray forms appeared in the local press over a number of weeks it was stressed that the judging would be at the Odeon. After the first week this was augmented with photos of entrants. Heats were also staged in the theatre and provided further front page breaks. The deputy mayor presided at the finals and crowned the winner. Manager Alexander estimates that the contest meant at least $300 extra at the box office and untold goodwill with the Accrington Round Table, the Accrington Observer, the general public and the contestants.

THE EXHIBITOR'S EXPLOITATION EFFORTS

MRS. GENEVA WOOD, manager, Trans-Texas Theatres' Fine Arts, Denton, Texas, recently joined together with 47 of the Downtown Merchants, boosted the business both at the box-office and the downtown Denton stores by a month of activities to alert the citizens of Denton and surrounding communities of good movie entertainment during August and the first part of September.

First in these activities were two FREE Saturday morning kiddie shows sponsored by Downtown merchants. The Beatles' new movie "Help" opened at the Fine Arts; so at one kiddie show, Beatle "Help" band aids were passed out freely. As a result the lines were very long each day at the opening time during the run of "Help." "Cat Ballou" was the next picture after "Help" and the Downtown Merchants' clown helped out on the second kiddie show by passing out hundreds of "Cat Ballou" balloons.

Following this, the Downtown Merchants sponsored a "Miss Cat Ballou" contest. This contest was held in two stages. The first week, on Thursday night (shopping night in Downtown Denton), the twelve local contestants were introduced on a special stage on the court house lawn. Voting on the girls was done in the merchants' stores and the citizens were allowed a full week to vote. The following Thursday night, the winners were announced, and prizes were awarded. "Miss Cat Ballou" received a $50.00 check and trophy. The second and third place winners received $25.00 and $15.00 checks and trophies respectively. All entrants received silver "Miss Cat Ballou" charms for their charm bracelets and a month's free pass to the Fine Arts Theatre.

On both Thursday nights, local combos, the Zodiacs and the Embers, played for the activities on the square. Mrs. Wood reports that the Downtown Merchants did 304 inches newspaper advertising and 25 radio spots in connection with these activities and, as a result, Radio Station KDNT had a mobil unit cover the Thursday night programs, and the local paper ran free pictures of the entrants and winners.

Besides giving the citizens of Denton an interesting and busy four weeks, these promotions created much good will for the Downtown Merchants and resulted in excellent business for them and the Fine Arts Theatre.

BILL MOCLAIR, manager, Schine's Eckel, Syracuse, N. Y., did a "magnificent" job in promoting 20th-Fox's "Those Magnificent Men In Their Flying Machines." He started his campaign off with an exhibit of the model plane, "Demoiselle" at the Northern Lights Shopping Plaza, the largest shopping plaza in the Syracuse area. A young man . . . appropriately uniformed in a flying jacket and a helmet was in attendance with the plane daily from 12 Noon until 9 p.m. This display was set up on a Thursday, and lasted until Sunday. He had two TV stations cover this promotion which appeared on the news programs. Also several radio stations covered the story. He also received several newspaper breaks about the "Demoiselle." For his opening night, he sad a fly-over of the city with four planes, one of which carried a streamer announcing the attraction as well as the theatre. This fly-over covered the entire metropolitan area of Syracuse, as well as many of the surrounding communities. A parade, which terminated at the theatre, consisted of 40 pieces, a color guard, baton twirlers and eight vintage cars, seven of which were bannered with THOSE MAGNIFICENT MEN, the lobby of the theatre was decorated with flowers and he had a Barber Shop Quartet performing for the incoming guests. All attendants were appropriately attired in period costumes and the footman was in a Keystone Cop uniform. He also had a truly MAGNIFICENT ad tying in with Dey Brothers in promoting this attraction.

PANAVISION

Giant exploitation for Columbia's "Genghis Khan" in Chicago recently stopped traffic on State Street as Punjab Shorter, 6 foot 6 inch giant, performed his street bally for the film at the Roosevelt. His two moppets stare wide-eyed at their father.

Xmas Charity Trailer

National Screen Service Corporation in conjunction with the United States Committee for UNICEF—the non-profit organization which stimulates public interest in needy children all over the world, will produce a Season's Greetings trailer for all theatres in the United States for the coming Christmas-New Year's holidays, according to an announcement made today by Burton E. Robbins, president and chief executive officer of NSS.

The final arrangements were completed with C. Lloyd Bailey, executive director for the United States Committee for UNICEF; and Victor de Keyserling, director of Information Services for this organization.

The Season's Greetings trailer, a panoramic, colorful scene of the United Nations, the children of the world, and starring Danny Kaye, promises to be a unique departure in extending Season's Greetings by exhibitors to their audiences, at the traditional Christmas-New Year's period.

Robbins stated that a direct contribution to the United Nation's Children Fund will be made by National Screen Service for every trailer exhibited by theatres throughout the nation.

CHAKERES

(*Continued From Page EX-709*)

In addition to the County Fair campaign, window displays were also put up at a local record store and the State Theatre. Advance tickets were sold at both places.

Radio Station WIZE also co-operated by featuring Beatle music and using the announcement of prizes on every hour, news flashes and featured the Beatles' new movie "Help."

This campaign was directed by Merle Horst, manager of the Regent Theatre, in co-operation with James Bennett, managing director of Radio Station WIZE.

Dean Martin's "Slaygirls", who will be seen in "The Silencers", Irvin Allen's production for Columbia release, prove they are ready to exploit the Matt Helm picture. They are, left to right, Mary Jane Mangler, Margie Nelson, Marilyn Tindall, Jan Watson, Barbara Burgess, and Margaret Teele.

CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum words. No cuts or borders. **4 consecutive** insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (See "A-Man" CORNER on this page for Help and Situations Wanted advertising.)

BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1. 75-500 combinations. 1, 100-200 combinations. Can be used for KENO $3.50 per M. PREMIUM PRODUCTS, 339 West 44th St.. New York 36. N. Y.

NO FILM RENTAL if Midnight Show fails to fill your theatre to ½ capacity. BOX 287, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

EQUIPMENT WANTED

WANTED: In-car heaters for Drive-In. Advise type, condition and cost. P.O. BOX 9811, Rochester, N. Y. 14623.

TOP PRICES PAID for soundheads, lamphouses, rectifiers, projectors, lenses and portable projectors. What have you—STAR CINEMA SUPPLY. 612 West 55th St., New York 10019.

WANTED: Booth Equipment, Projectors—Simplex XL, Supers & E-7; Soundheads—Simplex XL, RCA 9030 and 9050; Lamps—Magnarc, Ashcraft or Excelite 100 or 135 amp. HARRY MELCHER ENTERPRISES, 3238 West Fond du Lac Ave., Milwaukee, Wisconsin 53210. Phone: 442-5020.

NEW EQUIPMENT

INDESTRUCTIBLE MASONITE MARQUEE LETTERS, interchangeable all makes. 4"-50c, 6"-65c, 8"-75c, 10"-90c, 12"-$1.05, 16"-$1.75, 17"-$2.00, 24"-$3.00. Non-sliding spring 10c additional. 10% discount 100 letters assorted or over $60.00 list. Free sample! S.O.S., 387 Park Ave., South, New York 10016.

50% BRIGHTER PICTURES WITH NEW SCREENS—Mattewhite, only 57¢ square foot; Mattewhite Lenticular or Pearglo, 89¢ square foot. SAMPLES FREE! S.O.S., 387 Park Avenue, South, New York 10016.

SPEAKER CONES

DRIVE-IN SPEAKERS RECONED 90c EACH. All weather resistant material. Write for free sample. C & M RECONE COMPANY. 11 Witherspoon Street, Princeton. New Jersey.

THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY. INC., 100 Taylor Street, Nashville 8. Tennessee.

SPECIALISTS IN REBUILDING CHAIRS. Best workmanship, reasonable prices. Have men, will travel. Rebuilt theatre chairs for sale. NEVA BURN PRODUCTS CORP., 262 South St., N. Y. C.

WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION. E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

MOVING? ADDRESS CHANGING?

Please notify us at least three weeks in advance!

The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you* are looking for a job . . . or IF you* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in theree consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers itė And it is completely FREE!

***A (WO) MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.**

PROJECTIONIST with 20 years experience. 39 years old, would prefer job in Southeast. C. R. Avant, Rt. 4, Box 35, Walterboro, S. C. Tel. 538-2323. (922)

UNEMPLOYED YOUNG MAN desires job as theatre manager. Forty years old and single. Eleven years experience with a good chain. BOX A929, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

EXPERIENCED MANAGER, conventional or drive-in, immediate availability possible. BOX B929, c/o M.P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

WANTED: Licensed projectionist interested in working in New York City. BOX C929, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

SHOWMAN WANTED: Experienced man for indoor theatre, excellent opportunity for right man. BERGER AMUSEMENT CO., 317 Plymouth Building, Minneapolis, Minn. 55402. (929)

EXPERIENCED THEATRE MANAGER available. Will relocate for job opportuntiy and pension plan. Consider $130. weekly. Contact Peter Daniels, 2125 1st Ave., N.Y.C. 10029 (922)

POSITION DESIRED as manager or assistant in New York State. Service completed, married, early thirties, will relocate. 15 years in theatre business. BOX A106, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

MANAGER, must be married, experienced. Small Pennsylvania town, first run. Must relocate in town, apartment goes with job. Prefer someone from Eastern Pennsylvania, New Jersey or Delaware. Apply by letter to BOX B106, c/o M.P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

WANTED: Young man interested advertising career with circuit, office Washington, D.C. vicinity. Good background newspaper layout & placement, radio-TV time purchasing, exploitation & campaign negotiation with film companies. Send resume, recent photo, salary requirements. BOX C106, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

JOB WANTED anywhere. Projection, have some managing experience in small town, also some drive-in experience. Will go wherever job is. Have no ties here. Make offer W. WOOLSEY FRAZIER, Hotel Macon, Macon, Mo. (929)

Address all Correspondence to— ***The A—MAN Corner*** **Motion Picture Exhibitor 317 N. Broad St., Phila., Pa. 19107**

HANDY SUBSCRIPTION BLANK

Yes, start sending

MOTION PICTURE EXHIBITOR

plus

Showmen's Trade Review

TO:

Name ....

Title ....

Address ....

....

....

....

★

☐ Enclosed

☐ $2.00 for one year

☐ $3.50 for two years

☐ $5.00 for three years

(Outside Western Hemisphere)

☐ $5.00 one year

☐ $8.00 two years

☐ $11.00 three years

CLIP and MAIL TODAY TO

317 N. Broad St., Phila., Pa. 19107

THE FUNNIEST AGENT OF THE YEAR RUNS WILD FROM COAST TO COAST!

NEW YORK CITY
OCTOBER 13TH
100 THEATRES!

CHICAGO
OCTOBER 15TH
60 THEATRES!

—AND COMING—

DETROIT
•
DALLAS
•
MEMPHIS
•
JACKSONVILLE

AGENT 8 3/4

STARRING
DIRK BOGARDE · SYLVA KOSCINA
ROBERT MORLEY · LEO McKERN

IN COLOR

SCREENPLAY BY LUKAS HELLER · PRODUCED BY BETTY E BOX · DIRECTED BY RALPH THOMAS
A RANK ORGANIZATION PRESENTATION
A WALTER READE-STERLING PRESENTATION

CALL . . . WRITE . . . WIRE **CONTINENTAL**
A DIVISION OF WALTER READE-STERLING, INC.

MOTION PICTURE EXHIBITOR

OCTOBER 13, 1965 Volume 74 Number 11
IN TWO SECTIONS • THIS IS SECTION ONE

Ann-Margret Named Allied Star of Year

(See page 6)

Physical Theatre— Extra Profits Dept.

James Velde, United Artists vice-president, admires the Laurel Award plaque voted by exhibitors and presented by MOTION PICTURE EXHIBITOR to UA as the company doing the most for the motion picture industry during the past year.

BE KIND TO CUSTOMERS WEEK . . . *see editorial—page 3*

The FALL ISSUE of THE PLAYERS SHOWCASE is off the Press and Ready to make Money for You!

And when NEW ways of Increasing Profits Develop will Bring them to YOU!

The Spring and Summer editions plus the special HARLOW edition were really best sellers at the nations' theatres.

FALL EDITION

The PLAYERS
FALL • 1965 60c
THEATRE • MOVIES • TELEVISION • CABARET • RECORDS
SHOWCASE
Intimate Profiles of
TONY QUINN · ZERO MOSTEL
New CHRISTY MINSTRELS
ELKE SOMMER · KIM NOVAK ▶
HUMPHREY BOGART
By Alistair Cooke

READY NOW

FEATURING

KIM NOVAK — A Candid Interview . . . Kim and her new Husband

ZERO MOSTEL — "A Funny Thing Is Going To Happen To Movieland!" — by Rollie Hochstein

An Intimate Profile of ANTHONY QUINN

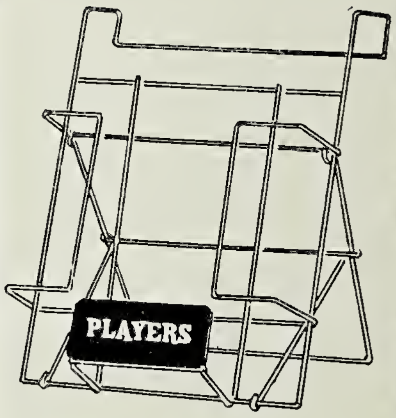
HUMPHREY BOGART — The most interesting Story ever told of this Legendary Star — by Alistair Cook

Stories of GEORGE MAHARIS

The CHRISTY MINSTRELS

NEW MOVIE PREVIEW SECTION

It's EXCITING . . . NEW . . . REVEALING!



FREE DISPLAY RACK

Start your sales ZOOMING with FREE Display Rack you get with your initial order.

(Extra Racks Available)

YOU RECEIVE 25% OFF COVER PRICE

FULL CREDIT FOR ALL RETURNS

YOU PROFIT 2 WAYS

1. YOUR CUSTOMERS WILL PURCHASE THE PLAYERS IN YOUR THEATRE . . . your cash profit is 25% off the cover price of every copy of THE PLAYERS SHOWCASE!
2. THE PLAYERS WILL BRING CUSTOMERS BACK INTO YOUR THEATRE . . . The PLAYERS SHOWCASE is the exciting new magazine that boosts the movie industry.

. . . FROM YOUR LOCAL NATIONAL SCREEN BRANCH

NATIONAL SCREEN SERVICE CORPORATION

ORDER NOW!

The Trade Paper Read by Choice–Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019, West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.: Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecoff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: $2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, $5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WAlnut 2-1860.

MEMBER AUDIT BUREAU OF CIRCULATIONS

MOTION PICTURE
EXHIBITOR
plus
SHOWMEN'S TRADE REVIEW

Volume 74 • No. 11 October 13, 1965 Our 47th Year

BE KIND TO CUSTOMERS WEEK

THANKS TO A COMMENT made many years ago by American humorist and author Mark Twain, we are in a mellow editorial mood this week. That mood has stimulated an idea for the motion picture industry that we feel could benefit everyone involved in the buying and selling of film.

Twain said, *"When I was a boy of 14, my father was so ignorant I could hardly stand to have the old man around, but when I got to be 21, I was astonished at how much the old man had learned in those seven years."*

There's a lot of truth there for all of us. Too often, we behave like boys of 14. We are so consumed by our own interests that we fail to see that the other fellow's ideas are worth considering as well. Twain tells us that maturity brings the realization that the other fellow's thoughts and ideas may have value and validity. Dad is a lot smarter than a boy of 14 realizes. In the same way, exhibitors may well be a lot smarter than distributors realize and vice versa.

What is the idea stimulted by Twain's humorous quote? We propose the motion picture industry inaugurate an annual "BE KIND TO CUSTOMERS WEEK." That's a revolutionary notion with buyers and sellers at each other's throats so much of the time, but we think it should be considered.

After all, there have been sales drives for film companies, presidents, general sales managers, branch managers, salesmen, and bookers. However, in all our experience, we have never seen a drive honoring the customer, the exhibitor. Why not?

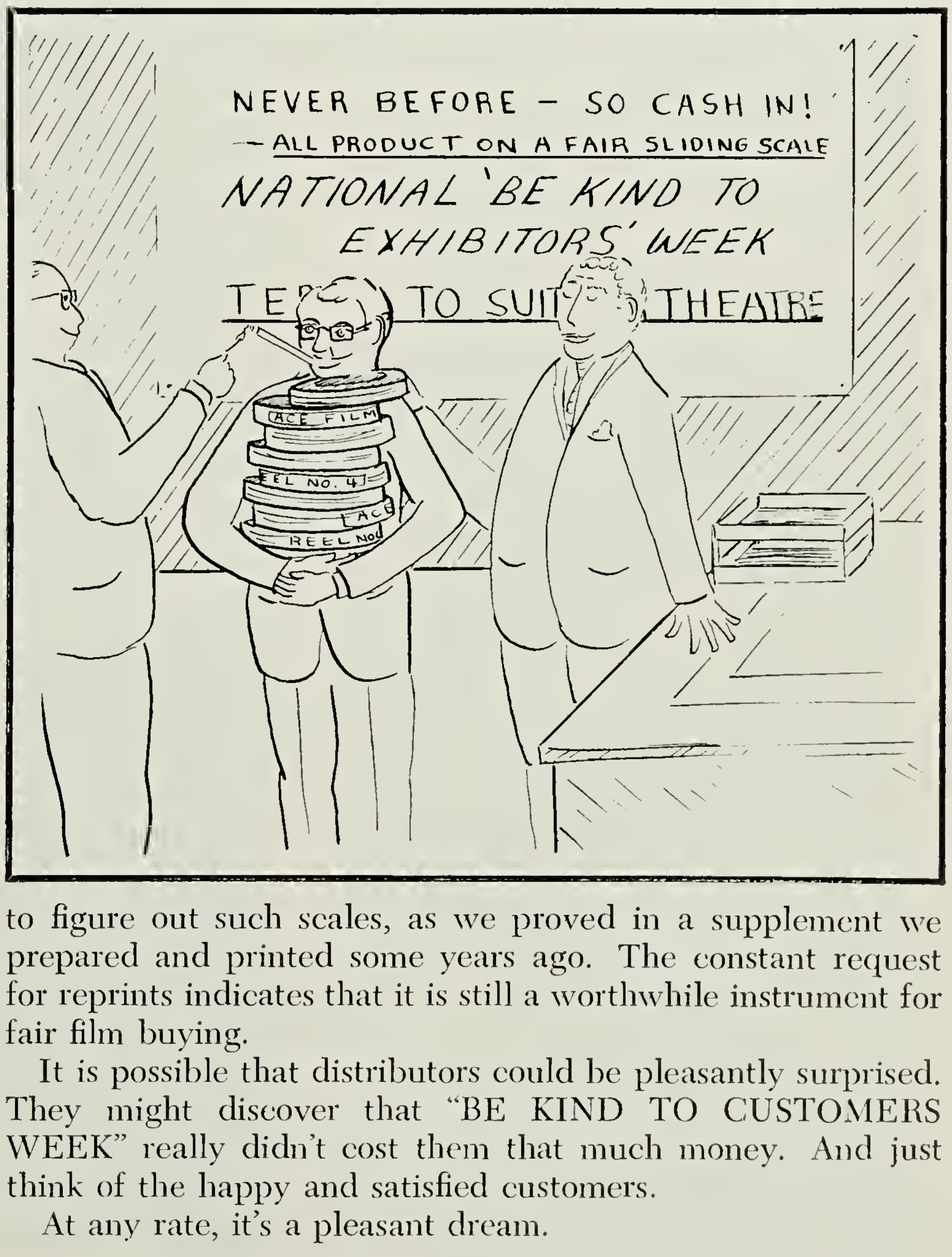
Surely, he deserves some consideration. In these days of product shortage and competitive bidding as it exists in no other industry, it is appropriate to consider the customer. As far as the nation's exhibitors are concerned, particularly the smaller operators and independents, these are the times that try men's souls.

Despite high-sounding quotes and statements from a sluggish Department of Justice, it seems evident that help for the troubled industry will not come from government. We have heard some exhibitors contend that the Department has had its heart amputated and can't cry for businessmen in trouble because its tear ducts are constipated. They may be right.

We wonder what their attitude would be if Justice Department officials had to buy film under current industry conditions. We can hear them crying loud and long. Of course, that isn't likely to happen. While we have never heard of a Justice Department executive moving into exhibition, some have found comfortable positions in film distribution. From all appearances, it seems they are reluctant to bite the hand that may feed them later.

There was a time when a fool and his money were soon parted. Today, an exhibitor doesn't have to be a fool to be quickly parted from his money, although it probably helps.

That's why we think the time is ripe for "BE KIND TO CUSTOMERS WEEK" in the motion picture industry. Suppose that one week out of every year, all distributors would sell all film to all theatres under the terms of a realistic sliding scale, designed to be fair to both buyer and seller. It's possible to figure out such scales, as we proved in a supplement we prepared and printed some years ago. The constant request for reprints indicates that it is still a worthwhile instrument for fair film buying.


NEVER BEFORE – SO CASH IN!
— ALL PRODUCT ON A FAIR SLIDING SCALE
NATIONAL 'BE KIND TO EXHIBITORS' WEEK
TE TO SUIT THEATRE
ACE FILM
EEL NO. 4
ACE
REEL No.

It is possible that distributors could be pleasantly surprised. They might discover that "BE KIND TO CUSTOMERS WEEK" really didn't cost them that much money. And just think of the happy and satisfied customers.

At any rate, it's a pleasant dream.

IF YOUR ADDRESS CHANGES . . . .

Your cooperation is needed. Any change of address should be sent to Motion Picture Exhibitor at least three weeks in advance. Please send your present address and the new address to avoid delay and unnecessary postal charges—and please include your Zip Code! Notify MOTION PICTURE EXHIBITOR, Circulation Department, 317 N. Broad St., Phila., Pa. 19107

NEWS CAPSULES

FILM FAMILY ALBUM

Gold Band

Ana Gallardo, United Artists home office sales contract department, New York, was married to **Arturo Ruiz**.

Obituaries

H. C. (Don) Atkinson, 49, manager, National Theatre Supply branch in Baltimore, Md., died suddenly of a heart attack at his Hyattsville, Md., home. He had been with NTS continuously since 1936, except for a tour of duty in the Armed Forces from 1943-45. He is survived by his wife and two sons.

Lester J. Bona, 68, assistant branch manager for Warner Brothers in St. Louis, died suddenly while driving home from an evening at a downtown theatre. He had been a member of the staff of the local Warner Brothers exchange for 45 years.

John J. Bergin, 67, retired salesman for United Artists, died at his Philadelphia home. He was a member of Motion Picture Associates. Surviving are his wife, a son, a sister, five brothers, and three grandchildren.

Zachary Scott, 51, screen star, died at his mother's home in Austin, Texas, of a brain tumor. His wife, actress **Ruth Ford**, was at his bedside.

Macon Albert Warren, 50, projectionist at the Parkway, Winston-Salem, N. C., died. Surviving are his wife, two sons, his mother, and a sister.

Reardon To General Cinema

BOSTON—The appointment of Carl Reardon as assistant to the vice-president in charge of film buying for General Cinema Corporation was announced by Samuel Seletsky, vice-president and chief film buyer for the circuit. Reardon, who has resigned as Philadelphia branch manager for Universal Pictures, will assume his new duties about Oct. 18, 1965.

An industry veteran, Reardon joined Universal Pictures in 1937. Upon his return from armed service, Reardon rejoined Universal as a salesman in the Washington branch and later was transferred to Pittsburgh.

In June, 1951, Reardon was promoted to New Haven branch manager for Universal, a position he held until September, 1953, when he was appointed branch manager of the Cleveland exchange. In September, 1958, he was made Universal's branch manager in Philadelphia and remained in the post until his recent resignation.

U's Golden To Phila.

PHILADELPHIA—Bernard N. "Buddy" Golden, Universal sales manager in Cleveland, has been promoted to the post of branch manager in Philadelphia to replace Carl Reardon, it was announced by Henry H. "Hi" Martin, vice-president and general sales manager.

Replacing Golden as sales manager in Cleveland will be Norman Levy, presently salesman in the Chicago exchange.

FORMS FOR THIS PAGE CLOSED AT 5 P.M. ON MON., OCT. 11

Product Shortage Critical, Redstone Warns Allied

PITTSBURGH—In an advance copy of a speech to be delivered before the final convention of Allied States Association of Motion Picture Exhibitors, in session this week at the Sheraton Penn Hotel here, Sumner M. Redstone, president of Theatre Owners of America, said the "four months from September to Christmas will be, from the standpoint of the availability of quality motion pictures, one of the most disastrous that has ever confronted motion picture exhibition."

Redstone warned that either exhibition and production cooperate immediately in exploring means to increase production, or theatremen would be forced to "make a direct entry into the area of motion picture production."

Redstone's speech, on the eve of the formation of the National Association of Theatre Owners, an event which he called "the birth of what I predict will be the most powerful, the most effective, the most constructive, and the most respected organization in the history of motion picture exhibition," suggested that the dwindling supply of profitable features during "off" periods may be NATO's first target. Citing exhibition's investment of millions of dollars in modernizations and new construction, he said the lack of a corresponding increase in the production of motion pictures has been catastrophic.

"At the heart of the problem," he said, "is the economics of production." He said that production costs, driven upward by vicious competition for properties, stars, and other talent, had pushed the cost of individual pictures so high that financial risks could no longer be spread. The investment on fewer pictures, he said, "is so disproportionate to their real value, and the potential loss on an unsuccessful picture so far greater than the venture warrants, that exhibitors face not only the spectre of a diminishing supply but are confronted with a picture cost that is . . . becoming prohibitive."

He urged the immediate utilization of the vast resources NATO will have at its command in an effort "to alter the basic market conditions under which this industry lives."

Though, he said, all were aware of the past frustrations of exhibition to mount a production program, this was the only alternative to a basic change in current conditions.

"I do not arrogantly suggest that we exhibitors can easily overcome the monumental difficulties now faced by the distribution companies engaged in financing production," he said. "But," he added, "it is our investment of billions of dollars that is at stake."

He did not specifically cite the means by which exhibition, presumably to act under the collective aegis of NATO, could assist in relieving the economic problems of production, though it might be within NATO's immediate reach to secure playdates for product made to ease the "off season" shortages, help finance additional production, and take other steps to reduce the risks of palyoff.

He said, "Unless exhibition is prepared to launch a dramatic, once-in-a-lifetime effort to alter the basic economic forces which are now propelling the industry to a destination called 'disaster'," the show would be over for all.

BROADWAY GROSSES

"Agony" Is Boxoffice "Ecstasy"

NEW YORK—The big news in the Broadway first-runs was the opening of 20th-Fox's "The Agony and the Ecstasy" at Loew's State, where capacity was reported for 11 shows. The rest of the houses had about average business for this time of the year.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"THE GREAT RACE" (Warners). Radio City Music Hall, with usual stage show, did $102,000 on Thursday through Sunday, with $170,000 sure for the fourth week.

"THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES" (20th-Fox). DeMille stated the 17th week was $19,000.

"THE SOUND OF MUSIC" (20th-Fox). Rivoli claimed $42,000 for the 32nd week.

"MARRIAGE ON THE ROCKS" (Warners). Loew's Captiol did $22,000 on the third week.

"THE AGONY AND THE ECSTASY" (20th-Fox). Loew's State claimed $56,000 on the first capacity week with 11 shows.

"THE HALLELUJAH TRAIL" (UA). Astor did $14,000 on the second "show-case" week.

"BUNNY LAKE IS MISSING" (Columbia). Victoria had $30,000 for the opening week.

"THE GREATEST STORY EVER TOLD" (UA). Warner Cinerama claimed $13,642 for the 34th week.

"MY FAIR LADY" (Warners). Criterion, with road show policy, reported $43,300 for the 51st week of 11 performances.

Carreras Tours U.S.

LONDON—VCI chief barked Jim Carreras has left his London headquarters for a lengthy tour of Variety clubs in Pittsburgh, Washington, Boston, Mexico City, Las Vegas, Los Angeles, Seattle, and Chicago. He will also visit Vancouver to present the first new charter for some years to the recently founded Variety Club.

On Oct. 14, he will be feted as Showman of the Year by the Allied Theatre Owners of America in Pittsburgh, and two days later will visit Washington, D.C., to be present when Mrs. Hubert Humphrey accepts a Sunshine Coach on behalf of a handicapped children's organization. Later, he and Mrs. Carreras will be guests of honor at a Washington Variety Club banquet, which is being arranged by Nate Golden.

During the tour, Col. Carreras will discuss arrangements for the VCI convention in London and the oversubscribing of the 1500 places available to delegates, and report on the handing over of three Sunshine Coaches to Israeli children's organizations.

Para., Dissidents Trade Charges

SW Promotes Burger To Top Ad-Pub Post

NEW YORK—S. H. Fabian, president of Stanley Warner Corporation, announced the promotion of Henry Burger, midwest zone manager, as national director of advertising and publicity for Stanley Warner Theatres. Burger started his career with Warner Bros. Theatres, the predecessor company of Stanley Warner, in 1934 in the Pittsburgh zone and has been with the company ever since.

He has had very broad theatre operating experience and also extensive practical duties in the advertising and publicity department. He started as an usher and has been doorman, chief or service, assistant manager, and knows the industry from the ground up through managing theatres in various neighborhoods and suburbs.

In 1942, he became assistant advertising manager of the Pittsburgh zone. His career was interrupted by a hitch in the Infantry in World War II. He was named advertising and publicity manager for the zone in 1948 where he remained for five years.

Subsequently he went back into operation, becoming the district manager for 19 theatres in the Erie, Pennsylvania, division and then returned in 1953 to head the zone advertising department as well as supervise the company's downtown Pittsburgh and suburban theatres.

In 1962, Burger was named zone manager for Stanley Warner's midwest theatres with headquarters in Milwaukee. He operated this zone until his current assignment as a chief executive of the advertising department in New York.

Calif. Tent Adds 56

LOS ANGELES—Fifty-six new barkers will be inducted when the Variety Club of Southern California, Tent 25, holds its annual general membership dinner meeting on Oct. 21 at the Beverly Hilton Hotel's Cadoro Room.

Also on the agenda will be election of the club's 1966 crew, with current chief barker James H. Nicholson presiding.

The new Variety Club barkers are Dan P. Aless, Morey Amsterdam, John Ashley, Frank M. Becker, III, Alan C. Bernard, Roy J. Carlson, Herman Cohen, Robert Leon Cohn, Alex Cooperman, Robert W. Cresse, Ervin L. Douglyn, Robert Finkel, Jack Flack, Jack Gilardi, Edmund Goldman, Michael F. Goldman, Joel I. Green, Archibald W. Hall, Sr., Raymond Harris, William Hertz, Louis M. Heyward, Albert J. Kallis, J. Curtis Kent, John Klee, Howard W. Koch, John J. Kolbo, Mac Krim, Norman H. Lee, Harvey Lembeck, Herbert B. Leonard, William Loeb, Jr., Don L. Madsen, William Bernard Martin, III, Ted Minsky, Claud E. Morris, Murray Odel, Clark L. Paylow, Ward Pennington, George P. Raines, Joseph Richards, Irvine Robbins, Shan V. Sayles, Charles I. Schneider, Taft B. Schreiber, Paul P. Schreibman, Stephen Smolak, Melvin Spellens, Richard Strauss, Guy J. Tedesco, Vincent T. Tubbs, Robert L. Weeks, Harold E. Wenzler, Sr., David E. Woolner, Harold D. Wyatt, Albert Zugsmith, Richard L. Zweig.

Para. Postpones Meets Due To Boasberg Illness

NEW YORK—Paramount Pictures' national sales meetings, originally scheduled to start Oct. 13 in New York, have been postponed for a short period due to the illness of general sales manager Charles Boasberg, who has been admitted to Mt. Sinai Hospital here for observation and treatment of a vascular condition.

During Boasberg's absence, Ernest Sands, assistant general sales manager, will handle the direction of all sales activities for the company.

Callow Exits NSS Post After Six Months Service

NEW YORK—The resignation of Everett C. Callow as director of advertising and publicity for National Screen Service was announced by Burton E. Robbins, president and chief executive. In making the announcement, Robbins stated, "Although Mr. Callow was with us a short six months, we are sorry, indeed, to lose his services, and we wish him well in his subsequent endeavors. He is a high calibre executive who possesses stature and ability of the type with which we hope to continue to staff our administrative ranks."

Prior to joining National Screen Service, Callow, a veteran of more than 37 years in the industry, was director of advertising and publicity for United Screen Arts for a short time, following 11 years as worldwide advertising and publicity director for Cinerama. He had been associated with Warner Bros. and Stanley Warner Company since 1928.

Callow, a retired Lieutenant Colonel in the United States Marine Corps, saw service in World War II in the South Pacific and was recalled during the Korean War to serve on the staff of Admiral Joy, who was in charge of the United States Forces in the Far East, representing the United States Marine Corps.

Jay Emanuel, publisher of MOTION PICTURE EXHIBITOR, recently presented to James Velde, United Artists vice-president, the Laurel Award honoring UA as the company doing the most for the motion picture industry during the past year.

Siegel, Martin Deny Any Conflict Of Interests; Reveal Plan To Divest GAC To Avoid SAG Hassle

NEW YORK—It was denied by Herbert J. Siegel, dissident director on the Paramount Pictures board, in an affidavit in Paramount's action to oust him and his associate, Ernest H. Martin, from the company, that he had agreed as contended by Paramount to dispose of his Baldwin-Montrose Chemical Company's 70 per cent stock interest in General Artists Corporation.

Siegel said he agreed to dispose of his personally held interest in GAC and has since done so, and before that had resigned as president and a director of GAC.

He continued that while no agreement that Baldwin-Montrose would dispose of its GAC interest was made, nevertheless, the company is making efforts to divest itself of GAC. The purpose of these efforts, he said, is to prevent a possible controversy with the Screen Actors Guild, whose contract prohibits a user of talent to have more than a five per cent interest in a talent agency.

Siegel's affidavit also asserts that Paramount knew of Martin's affiliation with the Broadway stage producing firm of Feuer and Martin when it signed to put him on its board, and made no demand that Martin divest himself of that interest. Siegel suggests that his own interest in Baldwin-Montrose was no different from Martin's in Feuer and Martin insofar as an illegal conflict of interest is concerned.

Martin's latest affidavit denies that he or his companies have any interest in Electrical and Musical Industries, which Paramount earlier pointed out owns more than 90 per cent of Capitol Records, a competitor of Paramount's Dot Records. He also says that Feuer and Martin Productions supplies nothing to Paramount or Dot, and that rights to its stage plays are owned by the authors, not them.

Samuel C. Cohn, vice-president and general counsel of GAC, in his affidavit, makes a disclaimer of any control of talent in the television or other fields, alone or in combination with others.

White Launches New Firm

CINCINNATI—Roy White, president of Mid-States Theatres of this city, has announced the formation of a new company as another phase in his organization.

Bennett Goldstein, formerly branch manager, 20th-Century Fox Film Corp., Philadelphia, has joined with White to create a buying, booking, and consultation combination. They will take this one step further in that the company will provide its clients with advertising, promotion, and consultation services in addition to the buying and booking of films.

The name of the new company will be Interstate Theatre Service, Inc. (I.T.S.I.) to be located at the Mid-State offices in the Times Theatre Building.

Several well-known local exhibitors have already engaged ITSI, and discussions are underway with other prominent circuits and theatre owners.

Ann-Margret Named Star Of Year: Allied Maps Merchandising Session

PITTSBURGH—Jack Armstrong, president of Allied States Association of Motion Picture Exhibitors, announced that Ann-Margret has been selected by the nation's theatre owners to receive their coveted "Star of the Year" award at the organization's current 36th annual convention at the Penn-Sheraton Hotel.

The versatile young actress, who made her motion picture debut in UA's "Pocketful of Miracles" in 1961, has emerged as one of the most important screen personalities in recent years during a meteoric five-year career.

Ann Margret will receive the award at the convention banquet tomorrow (Oct. 14). She will then fly to New Orleans for the world premiere of MGM's "The Cincinnati Kid," the following day, along with producer Martin Ransohoff, who has been named Allied's "Producer of the Year."

MGM president Robert H. O'Brien will also be honored at the convention banquet as "Man of the Year," and Variety Clubs international chief barker James Carreras of London will receive the "Showmanship Award."

Kaspar Monahan, The Pittsburgh Press, was to be honored at the Allied convention as "Motion Picture Critic of the Year" in grateful recognition of his dedicated service to the motion picture industry. Allied president Armstrong was to make the presentation at the American-Internationl dinner yesterday (Oct. 12).

Monahan has been the theatre and movie editor of The Pittsburgh Press since 1932. Prior to that, he had been a reporter and movie editor in Leadville, Pueblo, and Denver. Educated at the University of Colorado, Monahan had worked as a boy in the railroad shops, laid rails in the high Rockies, and was timekeeper for a track repair gang.

Monahan tells the following story of his early experiences as a movie critic: "In 1928, I went to Hollywood at my own expense to investigate the 'talkies' as several of my exhibitor friends were wondering whether or not to install the newfangled gadgets at such large expense. Wired them and my editor after taking one too many, 'Talkies just a fad. Will not last.' Somewhere out on some deserted Indian reservation, that prophecy is framed and hanging on a sagging wall. Anyhow, I wrote at least 150 stories about wild Hollywood and the movies as a result of that initial safari. I was probably the first newspaperman to take such a jaunt. But it is not true that I wrote a panning review of 'The Great Train Robbery.' All I said was, 'It's a helluva way to run a railroad!' ' '

The merchandising session of the convention tomorrow will emphasize effective advertising as a means of increasing boxoffice and theatre profits.

Robert H. Alter, vice-president of the Radio Advertising Bureau, will make a presentation on using radio to maximum advantage in selling movies. His topic will be "We're In This Business Together." The Radio Advertising Bureau is the trade association of the radio industry. It represents the four major radio networks, more than 1,000 radio stations, and all of the major radio representative firms. Alter directs the Bureau's national and regional sales departments which include a staff of account executives who bring the radio story to advertisers and agencies all over the United States. He also directs RAB's liaison with radio stations and station representative firms.

A most unusual presentation on newspaper advertising has been developed by M. B. Smith, director of advertising, publicity, and public relations for the Commonwealth Circuit headquartered in Kansas City, and by Thor Hauschild of the Armstrong Circuit in Ohio and president of Thor & Associates, motion picture advertising specialists.

Full of unexpected surprises, this session promises to be a gold mine of money-making nuggets for every theatreman.

Major U.S. Feature Set; S. F. Fete Honors LeRoy

SAN FRANCISCO—The motion picture which will open the ninth annual San Francisco International Film Festival the evening of Oct. 21 at the Masonic Auditorium, will be a major Hollywood production and will be a world premiere. This was announced by William Boyd, executive director for the San Francisco event.

Twenty-one feature films will be shown from Oct. 21 through 31, non-competitively.

Film producer-director Mervyn LeRoy, born in San Francisco, will be honored by his home town during the festival.

LeRoy will appear during a series of retrospectives on the work of distinguished American directors. Film clips from major LeRoy films will be shown as well as the complete film, "Moment to Moment," his recently completed 75th motion picture.

Sam Rinzler Convalescing

NEW YORK—Samuel Rinzler, president, Randforce Amusement Corporation, is in the New York Hospital satisfactorily convalescing from a recent illness.

Columbus Politicos Move Against Burlesque House

COLUMBUS, O.—Three Democratic candidates for City Council are sponsoring an ordinance to strengthen city laws regulating burlesque theatres. Candidates M. D. Portman, Donald Woodland, and James Bauman proposed prohibiting such theatres within 500 feet of residential areas, churches, parks, playgrounds, schools, libraries, orphanages, or children's homes.

The restrictions would be similar to that affecting taverns, pool rooms, dance halls, and private clubs.

The ordinance is aimed at the Gayety theatre, situated in an East side neighborhood, which is planning to inaugurate live burlesque in late October. The Gayety is now showing "girlie" films.

Earlier, Captain Herman Beck of the police vice squad said the city would lose in the courts if an arrest is made. He said that recent Supreme Court rulings make it virtually certain that the courts would overrule the present city ordinance, which forbids burlesque within a mile of a church or school.

Mrs. Betty Knab, manager of the Gayety, said the burlesque policy would be "quite an attraction" for convention delegates and other visitors. Present city code defines burlesque as a "plotless musical entertainment consisting of a series of unrelated episodes and dances, all with the purpose of depicting or suggesting sexual subjects or objects."

NGC Renovates Calif. House

SANTA MONICA, CALIF.—National General Corporation's Criterion, Santa Monica, closed to undergo a $150,000 renovation, it was announced by John Klee, Pacific Coast division manager for Fox West Coast Theatres.

Remodeling of the 1000-seat theatre will tie in with the New Orleans motif of the new public mall now being constructed on Third street by the City of Santa Monica, which is expected to be completed by Nov. 8.

J. Walter Bantau, NGC director of construction, said that the renovation program will include a new boxoffice, marquee, seats, a larger screen, improved sound and projection, display poster case, including new and larger restrooms on the main floor.

Judge Stanley M. Greenberg was recently tendered a luncheon by Variety Club 13 of Philadelphia in recognition of his elevation to the bench as Judge of the newly-created Court of Common Pleas Number Nine. He is shown with officers of the Tent of which he has been an active member for many years. From left to right are Common Pleas Court Judge Leo Weinrott, member of the board; chief barker David Milgram; Judge Greenberg; dough guy Norman Silverman, who was chairman of the luncheon committee; and fixer Sylvan M. Cohen, who was toastmaster.

Shopping Center House In Lima, O., Via Broumas

SILVER SPRING, MD.—Announcement was made by John G. Broumas, president of Broumas Theatres, Inc., of a second theatre, which is now under construction in the American Mall Shopping Center in Lima, Ohio. The American Mall Theatre will be located in the shopping center which is being developed by William M. Cafaro & Associates.

The American Mall will incorporate all of the latest features and design of new shopping center theatres. The theatre will be equipped to present first run 70 mm productions on an ultra-wide screen, as well as CinemaScope and conventional 35 mm features. The entire 1000 seat auditorium will be surrounded by 28 stereophonic speakers which will utilize six channels and will give the patron optimum stereophonic sound. The auditorium will be equipped with 1000 living-room style seats, which will be staggered and pitched so as to give every patron a completely unobstructed view of the extra-wide screen.

The decor of the theatre has been custom designed in soft hues. The lobby is designed in such a way as to accommodate over 300 people, thus eliminating long lines of waiting patrons. The theatre will be equipped with an all climate control, triple filtered heating and air conditioning system. The theatre will feature a private viewing room on the upper floor, and will include such innovations as a coffee server for all patrons, a novel paging system for professional people, and a baby sitting service, available for parents who leave their children at the theatre while they shop in the center.

Completion of the American Mall Theatre is expected in the early part of 1966.

U Gets Finney Indie

LONDON—Milton R. Rackmil, president of Universal Pictures, has acquired world distribution for Albert Finney's first independent production, tentatively titled "Charlie Bubbles." As well as starring, Finney will direct this original story by "Taste of Honey" authoress Shelagh Delany. Production will start in England in late 1966.

SPY WITH MY F

When application for U.N.C.L.E. accreditation cards swamped MGM House in London recently following a feature in the Radio Times on the MGM tv series, "The Man From Uncle," and the theatrical release, "The Spy With My Face," David Jones, Associated British's publicity director and Variety Clubs International press guy; Jock MacGregor, MOTION PICTURE EXHIBITOR's London editor; and John Behr, Rank Theatres division publicity controller, helped Margaret Jessop, secretary to Eddie Patman, MGM publicity chief, with the mail.

Stores Welcome Biographical Book By Widow Of SW's M.A. Silver

NEW YORK—Fountainhead Publishers, Inc., is currently publicising the book, "Profiles In Success," by Lily Jay Silver, which will be in the nation's book stores early next month. The event is of more than passing interest to the motion picture industry since Mrs. Silver is the widow of M. A. Silver, well known theatrical executive and member of the board of directors of Stanley Warner Theatres.

Mrs. Silver's biographical book, subtitled "40 Lives of Achievement," was inspired, she says, by her admiration for the many talented young people in our fast-moving age. Her lifelong interest in people led to the contribution of articles to newspapers and magazines on her numerous philanthropic social activities. She has engaged in civic and charitable organizations such as Red Cross, National Council of Jewish Women, and Ladies Hospital Aid of Montefiore Hospital in Pittsburgh. She has also served as a board member of the Pittsburgh Opera. Mrs. Silver wrote plays and publicity for many of her organizations.

In pursuit of her literary career, she researches by travel, spending time in various parts of the world to gather material for her books. Her first book, a novel, "Shadow On The Sun," published in 1958, resulted from her observations in pre-Castro Cuba. It was reviewed as "a book to read and to remember."

At Cojimar, across the bay from Havana, where part of Mrs. Silver's novel was laid, she had the exciting experience of meeting fisherman Anselmo, Hemingway's "old man of the sea," and visiting in the tiny hut he used as fishing headquarters before Hemingway bought him a new home.

She has visited Moscow, Russia, as well as many European capitals. Some of the far places which have captured her special interest are Sicily, Morocco, Majorca, and the island of Cozumel off the coast of Yucatan. On a yachting trip she visited the fascinating Greek islands of Mykonos, Ios, Santorin, Delos, Paros, Poros, Tinos, Aegina, and others in the Aegean Sea. During this sojourn, she experienced one of the most hazardous adventures of her life when they were caught in a dangerous windstorm (the meltemi) and the boat nearly capsized.

She was so enchanted with Italy on earlier visits, she returned for a prolonged stay in the summer of 1964, renting a tiny villa at Toarmina in Sicily. Her jaunts abroad, she feels, increase her awareness of the importance of history and biography, which is the personal aspect of history.

Born in New York City, Mrs. Silver lived for many years in southern California and in Pittsburgh. Violin lessons begun at the age of seven resulted in a career as a child-soloist at many concerts. She played with the Alschul Youth Symphony in Los Angeles, the Albany Symphony, and the Duquesne University Symphony. In Pittsburgh, Mrs. Silver and her late husband were part of the theatrical world.

Writing and travel consume much of the author's time. The writing of "Profiles In Success" was a challenging experience in which she was brought into contact with some of the most brilliant and progressive younger people of our time. They are our newsmakers, and therefore forced continuous revisions in her writing as reports of their new achievements kept coming in. When she began writing the book, Dr. James Watson of Harvard University had not yet received the Nobel Award for Chemistry; Miss Jerrie Cobb was fighting to become the first woman in outer space; and the assassination of President John F. Kennedy caused a drastic revision in the story she was preparing on Robert F. Kennedy, Senator from New York.

In between writing and traveling, Mrs. Silver shuttles between New York City and Cleveland, Ohio, to visit her two young grandsons, Matthew, three, and Eric Alan, a fractional one year, the children of her daughter, Barbara Silver Rosenthal, and her husband, Gerald Rosenthal.

Her next book? Very possibly an autobiography centering around her travel experiences. It is now in the writing stage, and interestingly enough, was begun in the little villa at Taormina, Sicily.

Mrs. Silver is currently engaged on a busy schedule of personal appearances,

MPE Laurel Awards Get Extensive British Space

LONDON—MOTION PICTURE EXHIBITOR'S Laurel Awards and the number of British recipients have been acclaimed here with an unprecedented press coverage, even exceeding that generally afforded the Academy Awards. They were splashed in national newspapers with a combined circulation of some 15,000,000. The line services transmitted them to the Provinces. Of the national mornings, only The Times did not carry the results. The BBC broadcasted details in all morning newscasts on both the Home and Light Programs.

Not only did the 4½ million circulation Daily Express front page the Award as the second story of the day, but in an opinion leader stated: "The British film industry achieves its greatest success in the American market. 'Goldfinger' is the most popular action film of the year; The Beatles' musical 'A Hard Day's Night' and the comedy 'A Shot in the Dark' are among the leaders in their categories."

The Daily Mail describes the Laurel Award as a "major U. S. trade poll." Headlines in other mass circulation papers read: "British Films Top American Box Office Poll"—The Sun; "007 Captures U.S. Filmgoers"—Daily Mirror; and "James Bond Pictures Head U.S. Poll" in the prestige Daily Telegraph.

The considerable publicity given in all papers to Sean Connery being voted Top Action Star and being placed third among all international stars should, reliable sources estimate, increase his fee per picture by at least $200,000.

The British Film Producers Association and the Federation of British Film Makers issued a joint press statement commenting on the British successes in this poll, and the latest Walter Shenson-Beatles UA musical, "Help!," sharing the top award at Rio de Janeiro.

N.C. Court Takes Dim View Of Law Barring Nudies From D-I Screen

HIGH POINT, N.C.—Warrants charging Vincent Furio with violating a new city ordinance by projecting nude films where they can be seen from a public highway were quashed in Superior Court.

The action was taken by Judge John R. McLaughlin upon motion of defense attorneys, who contended there were no legal charges against Furio, who operates the Pointer Drive-In on the Greensboro Road.

Judge McLaughlin noted that the city did not charge Furio with showing obscene movie films and said that the U.S. Supreme Court has ruled that nudity as such is not necessarily obscene.

Solicitor Lonnie Herbin, who conducted the prosecution, gave notice of appeal and said he would ask the North Carolina Supreme Court to rule on the constitutionality of the ordinance.

Defense attorneys contended the ordinance is void in that the State Legislature has pre-empted this field of the law; that the High Point City Council had no authority to enact such an ordinance; that the state statutes give censorship authority to the County Sheriff's Department, and not to city police departments; that the warrants did not charge an indictable offense in that they failed to allege that the films being shown were obscene; that the ordinance sets forth no constitutional basis for discrimination of the type of picture which may be shown on outdoor motion picture screens; that the warrants failed to identify the particular films or pictures allegedly shown; and that the ordinance as written is vague and sets no standard.

The ordinance, adopted by the City Council last February after complaints from church and other groups, states that: "It shall be unlawful for any person, firm, or corporation to construct or maintain along any street or highway in such a manner as to be visible to the general public using such a street or highway, any sign, billboard, motion picture screen, or other structure, upon which is printed, painted, projected, or displayed any nude or semi-nude picture or any pictures or words which are vulgar, indecent, or offensive to the public morals."

Furio in March was charged with two counts of projecting nude and semi-nude pictures on a screen which could be viewed from the Greensboro Road and other surrounding streets. He later was convicted in Municipal Court and appealed to Superior Court.

No Obscenity Found

When the case was called in Superior Court on appeal, the prosecution agreed with defense attorneys that the question of obscenity was not involved. The court then heard arguments on Furio's motion to quash the warrants.

Reasons given in the motion were that the warrants were in violation of the North Carolina State Constitution and in violation of the First and 14th Amendments of the U.S. Constitution. Cases were cited to illustrate rulings that motion pictures have been included in the sections guaranteeing free speech and free press.

See Sack's "Darling" Free; Pay Via Word-of-Mouth

BOSTON—Ben Sack threw open the doors of his Savoy Theatre here Wednesday and Thursday, Sept. 29 and 30, for free admissions in an effort, he said, to improve business for "Darling." On Wednesday, 2,600 free admissions were clocked, and on Thursday, 5,600, for a total of 8,200.

Sack, owner of the Sack chain in Boston, which includes the Beacon Hill, Saxon, Gary, Capri, Music Hall, and two theatres in Fitchburg, Mass., acquired the Savoy, the former Keith Memorial, and opened it six weeks ago with "Darling." He said business had sagged badly in the last few weeks, and that the free admission gimmick was an effort to get people interested in the picture. Only requirement of the free admission offer was that those admitted free tell their friends about the film.

Newspaper advertisements stated: "The management of the Savoy Theatre invites you to be its guest. Free admission today, Wednesday, and Thursday only at any performance of 'Darling.' Despite some of the finest reviews with which a motion picture has been acclaimed in New York and Boston, the public has failed to respond to this magnificent motion picture. So we are throwing up our hands and throwing open our doors so that you the public may see for yourselves that so many motion picture critics writing for national publications and major city newspapers can't all be wrong. We ask only, as a condition for admission, that you tell your friends and relatives about your reaction to 'Darling' after you have seen it."

Isley Circuit Expands

DALLAS—Phil Isley, widely known showman, owner, and theatre circuit builder, assumed operation of the Plaza Theatre, Garland, Tex., which he recently purchased from Joe Love.

The Plaza will be added to the latest Isley circuit now being built. Two prior circuits bearing the Phil Isley name and encompassing some 65 houses from Texas, Missouri, Oklahoma, and Kansas to California, were personally created and aggregated by Isley and were only recently sold. The goal set for his latest circuit is for 25 theatres throughout the southwest by 1970.

Morrison Joins BV

NEW YORK—Harold Morrison has been appointed salesman with the Detroit office of Buena Vista Distribution Co., Inc., it was announced by Irving H. Ludwig, president of the Walt Disney subsidiary.

Morrison has been in the motion picture industry since 1935, and has been associated with Columbia, Universal, and Warner Bros. in various sales posts. He will report to Ted Levy, BV district manager.

U.S.A. Four-Year Plan Eyes Foreign Financing

NEW YORK—Dale Robertson, president of United Screen Arts, revealed a four-year program on which the releasing and producing company has embarked and in which foreign co-financing will play a major role.

Robertson, back in the United States for two weeks, is starring in "One Eyed Soldiers," which his company is making jointly with two foreign film firms, Baco Entertainment, A.G. of Switzerland and Avala Films of Belgrade. U.S.A. will distribute the film in the Western Hemisphere, Japan, and the Philippines, with Baco and Avala releasing in the remainder of the world market.

Robertson announced that the four-year plan of U.S.A. is based on an escalating program of production, the first year of which will find his company using independently produced and financed product almost entirely.

The second year, he said, should show a reduction of 25 per cent in outside financing and acquisition of independent films, with the third year reflecting an estimated 50 percent of U.S.A.'s total financing as its own with the remaining 50 per cent from independent sources. The fourth year, Robertson said, would bring U.S.A. into 75 per cent production on its own.

Commenting on foreign co-financing, Robertson said: "Foreign co-production is one of the answers to independent film producers in this country, because money is available in foreign countries in sufficient amounts to make possible a million dollar picture, whereas that kind of investment capital is harder to come by here. U.S.A. will, however, shoot as many of our pictures in Hollywood and the United States as possible."

Robertson said that United Screen Arts and its subsidiary releasing company, Laurel Films, now has four features in release throughout the country. They are "The Man From Button Willow," "A Swingin' Summer," "The Young Sinner," and "One Way Wahine."

Other films recently acquired by U.S.A. and Laurel include "Runaway Girl," with Lili St. Cyr and Jock Mahoney, and "The Quare Fellow," a film adaptation of the late Brendan Behan's play of a hanging in an Irish prison. In addition, U.S.A. has in preparation a western, "The Gun and the Glory," which it will shoot next spring on the Arizona desert.

"It is our intention," Robertson said, "to obtain our companion features from independent producers so that when we have a strong top-of-the-bill picture produced by U.S.A., we will also be able to provide a second feature to assure two good family films on the same bill. In this way, we hope to overcome the bad mating of a family picture with a sex film, as is now often the case in the nation's theatres."

He said it is the aim of U.S.A. to produce 12 films a year, all of which will be top-billed features. "Our plans for 1966 are based on a budget of $16,000,000 worth of motion pictures," Robertson added. "We have seven regional sales offices now in operation to handle this load," he concluded.

"Alphaville" Bow Set

NEW YORK—"Alphaville," Jean-Luc Godard's science-fiction adventure distributed by Pathé Contemporary Films, will open at New York's Paris Theatre following the current engagement there of "Rapture," it was announced by Ben Siegal.

U-I Seeks Legionnaires For "Beau Geste" Remake

UNIVERSAL CITY, CALIF.—Universal Pictures launched a nation-wide search for ex-members of the French Foreign Legion to be used hopefully in multiple capacities in connection with its production of Percival Christopher Wren's novel, "Beau Geste," the swashbuckling saga of the legendary French Foreign Legion.

Using the unique device of a classified advertisement under "Personals" in 26 daily newspapers in 18 major cities, Universal initiated its search with the following paid copy:

"PERSONALS—Soldiers of Fortune, attention! Rise again, fight again—for American cash!—if selected. Wanted, at once, former members of the French Foreign Legion to fight with Beau Geste at Fort Zinderneuf. Forget home, anxieties and tedium and hit the high road once more to adventure, romance and escape: Send brief biography, photo and proof of French Foreign Legion service to: Box……."

Walter Seltzer, who is producing "Beau Geste" for Universal Pictures, stated that preliminary research had disclosed there are more than five hundred Americans "somewhere in the U.S. who had fought and served with the Legion in the Sahara."

"We are anxious to find as many as possible." Seltzer declared. "It is our hope that we could obtain from them much valuable data to ensure the utmost in authenticity for our picture.

"If the veterans are suitable and adaptable for motion picture purposes it is conceivable we might use many of them in the Legion battalions used in 'Beau Gste.' Others may be consulted for technical advice."

Seltzer said that he and Douglas Heyes, who wrote the screenplay, had discovered that ex-members of the French Foreign Legion in the U.S. included more than a dozen graduates from Harvard, a doctor from New York, a priest from Wisconsin, and a scientist from the Massachusetts Institute of Technology.

Young To Fox Pub Post

YOUNG

NEW YORK—Bernard (Buddy) Young has been appointed publicity director of 20th Century-Fox, it was announced by Jonas Rosenfeld, Jr., 20th-Fox vice-president and director of advertising, publicity, and exploitation.

Young, who has resigned his post as publicity manager at United Artists, entered the motion picture industry by joining the UA publicity department. During his tenure at UA, he held various positions in the industry department.

Morrison To Buena Vista

NEW YORK—Harold Morrison has been appointed salesman with the Detroit office of Buena Vista Distribution Co., Inc., it was announced by Irving H. Ludwig, president of the Walt Disney subsidiary.

Morrison has been in the motion picture industry since 1935, and has been associated with Columbia, Universal, and Warner Bros.

Hunter's Million Dollar Gamble Seeks Four Unknowns For U's "Pad"

NEW YORK—Taking a million dollar gamble, producer Ross Hunter has launched a nation-wide search for four unknowns to play the leading roles in his forthcoming large scale Technicolor production, "The Pad—And How To Use It," based on Peter Shaffer's London and Broadway stage hit, "The Private Ear."

Using unknown actors and actresses—two of each—for the leads in an important production marks a complete departure for Hunter, whose pictures usually are studded with top names. However, the producer has sold Universal Pictures executives on his plan and is being given complete backing by the company.

And what does Hunter expect to accomplish with this drastic switch from the customary procedure.

"Two major points influenced my decision," the producer declares. "I feel that with this picture we have a chance to do something truly different and outstanding. We have a very moving story which I feel will have greater impact as a result of using players whose faces are unknown. And, equally important, I am confident the picture will create four new stars for us."

In his attempt to make "The Pad—And How To Use It" a completely different type of picture than anything he ever has done before, Hunter is going beyond just casting newcomers in the lead roles. All supporting roles also will be cast with players whose faces are unfamiliar to the movie-going public. In addition, he is seeking a new director who will bring fresh ideas to the project, and the screenplay by Tom Ryan will be the first script this young writer ever has had brought to the screen.

Universal's talent executives on both coasts for the past several weeks have been scouting newscomers and Hunter himself already has interviewed more than 300 prospects for the leading characters—a boy and girl of about 19 or 20, another girl about 22 or 23 and a man of 24 or 25.

"I'm anxious to talk to anyone who could possibly fill these roles," Hunter states. "They'll find my door is wide open to them."

The one major change the producer has made in transferring Shaffer's play to the screen is to change the locale from London to Los Angeles. "There is no reason why the setting must be London," he says. "Our young people can be Americans without losing any of the story's impact. And we have the added advantage of being able to shoot in actual locales without the expense of taking a company to England."

Hunter expects to utilize at least a dozen different Los Angeles locales including Downtown, Bunker Hill, Venice, the Greek Theatre, Whisky-A-Gogo, and Its Boss. And he explains that he is doing the picture in Technicolor because he feels color actually adds to the realism of a story. We see life in color so why shouldn't color give added realism to a motion picture, he points out.

Hunter says that the money saved through not using expensive stars will be spent by Universal in creating one of the biggest national publicity campaigns ever put behind a picture.

Seen at the recent press preview of Universal's "The War Lord" at Loew's Capitol, New York, are Rosemary Forsyth, starred in the film; Ernie Emerling, Loew's Theatres' vice-president in charge of advertising and publicity; and Philip Gerard, Universal's eastern advertising and publicity director.

Hellman's Albany Twin Planned To Honor "Nettie"

ALBANY—Neil Hellman, president of Hellman Enterprises, which includes the Harry Hellman Memorial Theatre, announced that a new theatre will be built adjacent to the Hellman as a memorial to his mother, Nettie, who with her husband Harry pioneered motion picture exhibition in the capital district.

In keeping with the trend of other major metropolitan areas, the new theatre will be called the Hellman Cinema II, with the present Hellman Theatre to be known as Cinema I.

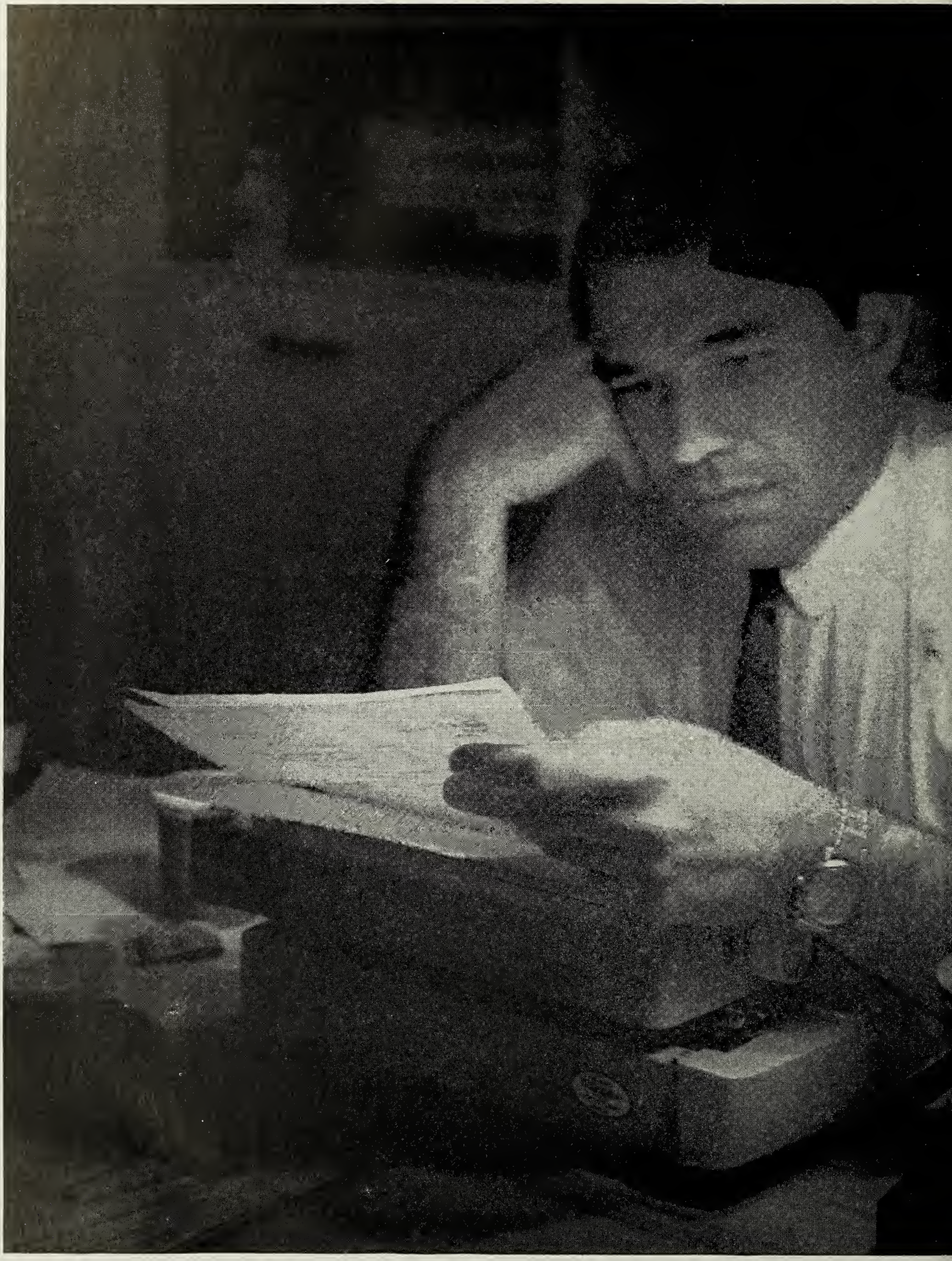
The site of the Cinema II will be to the west of the present Hellman and east of the Thruway Motor Inn.

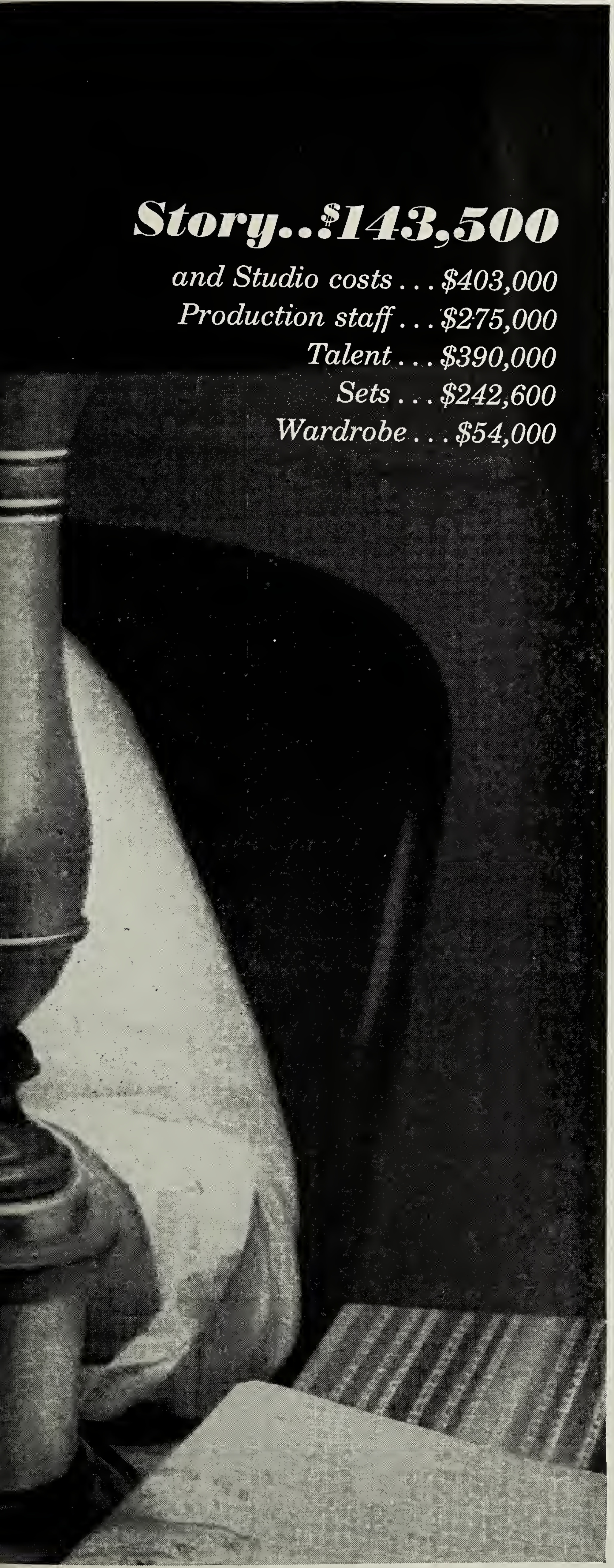
In keeping with the tradition and faith in the future of the capital district's continuing growth, Hellman feels that the new theatre, equipped with the newest concepts in sound and projection will give the upstate New York area the ultimate in showcasees for the multi-million dollar productions coming from Hollywood and abroad.

Cinema II will be a twin to the present Hellman and will feature one of the world's first all-purpose dimension-150 motion picture screens, the specifics of which mean that all projection processes, from the standard 35 mm up to Dimension-150, can be shown on one giant, wall to wall, deeply curved screen. Programming can be switched immediately from one process to another, eliminating the need to close a theatre for days while screen and projection equipment are changed (as is presently done when changing to Cinerama or 70 mm).

The new century 70/35 mm projectors with Bausch and Lomb anamorphic lenses will insure the maximum in projection and light, while the stereo-sound system by Ampex will permit full enjoyment from any seat in the theatre.

Cost of the new theatre will run between $400,000 and $500,000, with the opening date set for late February or early March, 1966.





Story..$143,500

and Studio costs . . . $403,000
Production staff . . . $275,000
Talent . . . $390,000
Sets . . . $242,600
Wardrobe . . . $54,000

BLOCKBUSTER or bust?

The difference could lie in the films you use. Use anything with less quality than Eastman films and you're jeopardizing all those large sums of money required for motion picture production. Is the gamble worth the mere fraction of a cent per foot of film you only *think* you're saving?

Look at it this way. Film—both negative and print stock — must provide detailed, full-tonal reproductions and must have consistent speed, uniform processing characteristics, dimensional stability, precision perforations and uniform slit edges. Go with anything less than Eastman quality and you may be in for retakes and headaches, reorders and "out-of-orders"—not to mention audience dissatisfaction.

With Eastman you enjoy the services of the world's finest film engineering and technical facilities. Your total picture quality is backed by Eastman's total quality control. And Eastman's specialists are always at hand to help you get maximum production efficiency.

Everything considered, doesn't it make good sense to use Eastman all the way?

Motion Picture and
Education Markets Division
Eastman Kodak Company
Hollywood, Chicago, New York, Rochester

Enforcement Of Dallas Movie Law Questionable After Court Ruling

DALLAS—Harry McCormick, Dallas Morning News, has said that Federal Judge Sarah T. Hughes virtually has pulled the enforcement teeth of the City of Dallas' movie ordinance.

Although a final decision apparently awaits receipt of rival attorneys' stands on Judge Hughes' findings, she concluded:

1. While the city has the right to enact an ordinance, the "judicial review" by a board denies exhibitors "due process of law."
2. The ordinance fails to provide for prompt review in trial and appellate courts and lacks sufficient safeguards to obviate the danger of a censorship system.
3. Forfeiture of "any film used in connection with the commission of any act declared to be a public nuisance" is null and void as the ordinance does not provide adequate protection for the showing of non-obscene films to an adult audience. This violates the first amendment to the Constitution.
4. Forfeiture and confiscation of projection equipment similarly violates the Constitution.

The constitutionality of the ordinance was the basis of the suit filed against it by theatre interests.

Judge Hughes pointed out in her conclusions that the state law provides for prohibiting obscene pictures but excludes those passed by the code of the movie industry, those that move in interstate commerce under federal laws, and legally imported pictures passing through U.S. Customs.

However, power to regulate pictures excluded by state laws is delegated to the cities, and classifying pictures as suitable for young persons or not suitable is reasonable to prevent incitement or encouragement of crime.

"An enactment arrived at combatting criminal, delinquent and sexually promiscuous behavior on the part of young people is not so unreasonable and arbitrary as to be invalid, and such interference not being unreasonable, it is the function of the court to accept the legislative judgment of the casual relationship between certain films and the societal evil as valid," one conclusion read.

Judge Hughes said financial loss is not sufficient to set aside the ordinance.

Judge Hughes gave her conclusions shortly before noon when attorneys for the theatres rested their case. The city offered no witnesses.

Tom W. Bridge of the movie industry, and John Q. Adams, executive vice-president of Interstate Circuit, Inc., were opening witnesses for the theatres. They were followed by Kyle Rorex, Texas Council of the Motion Picture Industry.

Judge Hughes conferred on the case with City Attorney Alex Bickley and Grover Hartt Jr., and Edwin Tobolowsky, attorneys for the theatres in her chambers during the afternoon.

It was announced following the meeting that both sides would prepare suggested conclusions for a later conference.

Bickley said the city would need "a good deal of study" to determine what could be done. The city attorneys were pleased with part of Judge Hughes conclusions, but felt that a change in the ordinance might be necessary to cope with provisions regarding enforcement.

Hartt also expressed a need for a deep study of the findings.

The formation of the local motion picture classification board is being held up for a period of time by local city hall officials following the decision.

Judge Hughes is still scheduled to submit a final judgment in the case which tests the validity of a city movie ordinance. A prompt judicial review of any cases prosecuted under the ordinance must be held, according to Judge Hughes.

The officials of the city legal department will make a recommendation that the organization of the motion picture classification board be delayed until the matter is resolved, at least at the appellate level.

The key to Judge Hughes' preliminary decision in the case is the promptness of judicial review. Under the present state statute, the case is tried within a reasonable time. It was indicated by Judge Hughes that this is not fast enough.

A law has been made by the State of Maryland, based on the Supreme Court decision, that movie cases be tried within five days.

A state amendment might be necessitated by the local ordinance according to the city legal officials, since the city ordinance does not control the district court where such cases would be heard.

The final judgment will be appealed by the attorneys for both the city of Dallas and the theatre owners at the Fifth Court of Appeals in New Orleans. The two groups are scheduled to meet this week to discuss the fact findings on the status of the city movie ordinance.

Yvette Mimieux, star of 20th Century-Fox's "The Reward," recently made a personal appearance tour in Texas on behalf of the film. She is seen here addressing a press luncheon at the Hotel Statler, Dallas.

"William" Goes Cinerama

NEW YORK—"William the Conqueror," a multi-million-dollar motion picture production in which Robert Shaw will star as the Norman Duke who became King of England, will be filmed in Cinerama and Technicolor under an arrangement which Jack L. Warner, president of Warner Bros., has completed with William R. Forman, president of Cinerama, Inc.

SW Opens Paramus House

PARAMUS, N.J.—The new Stanley Warner Route 4 Theatre here was to open yesterday (Oct. 12) with a gala benefit premiere at 8:15 p.m. This benefit is for the Boys Club and Women's Club of Paramus. The following day, the theatre was to open with its regular policy—continuous performances from 1:00 p.m. to 12:00 midnight with the Continental production, "Agent 8-¾," for a full week's engagment.

The theatre is a 2000-seat showcase, embodying advance concepts. It has heavily upholstered, rocking type seats, an escalator to take patrons to the mezzanine and loge areas, a curved entrance porte cochere which curves into the entrance lobby and provides a protective canopy in inclement weather, a massive exterior facade, an expansive front glass wall with a view into the lobby and foyer. There has been extensive use of marble with elaborate sculpturing in the lobby and foyer. The attraction sign is flat up against the building, covering the entire wall.

Ample parking has been provided for 1,000 cars. The parking area is completely macadamized, with groups of modern light poles scattered throughout the entire area. The theatre is easily accessible from three roads.

Fred De Angelis has been named manager for the Stanley Warner Route 4 Theatre. De Angelis is a veteran theatreman at 39 years of age. He started his career in 1943 as part time usher at the Branford, Newark. In 1948, he was promoted to assistant manager of the Globe, Newark. He entered the army and served in Korea and Japan until his discharge in 1952. On his return, he was appointed manager, Sanford, Irvington, N.J., and later served in similar capacity at the Fabian, Hoboken. His last managerial chore was at the Regent, Elizabeth.

"Kid" Bows In New Orleans

NEW ORLEANS—Canal Street will take on the glow and excitement of a Holywood premiere on Oct. 15 when Governor John McKeithen of Louisiana leads a score of celebrites through a round of glamorous festivities that will light up the Saenger, where the world premiere of MGM-Filmways' "The Cincinnati Kid" will take place for the benefit of the "Hurricane Betsy Fund."

Headed by stars Steve McQueen, Edward G. Robinson, and Karl Malden, producer Martin Ransohoff, Mayor Victor M. Schiro, MGM vice-president and general sales manager Morris E. Lefko, assistant general sales managers Herman L. Ripps and Louis Formato, plus a delegation of MGM officials and local celebrities, "The Cincinnati Kid" premiere will be New Orleans' focus of attention.

Longo From AA to Redstone

NEW YORK—Joseph P. Longo, assistant to Jack Goldstein, national director of advertising and publicity for Allied Artists Pictures, has resigned his position. Longo accepted the post of advertising and publicity director of Redstone Theatres, with headuarters in Boston. One of Longo's initial assignments will include the gala opening planned for the newly reconstructed Showcase Cinema Circle, Brookline, with a new first run policy.

Lack Of Short Subjects Aids Non-Theatrical Films

ROCHESTER, N.Y.—The continuing lack of short subjects appears to be opening the door to nontheatrical film distributors who are having increasing success in booking sponsored films into theatres.

Producers of avant-garde nontheatrical entertainment films are increasing their efforts, apparently encouraged by audience acceptance of their low-budget, far-out productions.

And the motion picture is continuing to gain momentum as a tool of communication, particularly by business and industrial users and religious groups, with nontheatrical films passing the 10,000 mark for the first time last year.

These were some of the highlights of "Market Review: Nontheatrical Film and Audio-Visual 1964" published in the September issue of The Journal of the Society of Motion Picture and Television Engineers. It was prepared for SMPTE by Thomas W. Hope, market analyst in the Motion Picture and Education Markets Division of Eastman Kodak Company.

"Greater effort was made by distributors to get sponsored films shown in theatres—with good success," commented the report. "The continued lack of short subjects prompted this trend.

"On the other hand, television use of sponsored films with little or no advertising slackened during the year."

Elsewhere, the report notes that "film producers reported they were turning out fewer high-budget institutional-type motion pictures for clients, but instead were making more sales promotion, sales training and generally hard-hitting the direct selling films."

Avant-garde films made in 1964 totaled about 150 titles, according to the report, up a significant 7.1 percent over the previous year.

But the boom in nontheatrical film and audiovisual use—for which expenditures increased by $29 million in 1964 over 1963—was led by the business and industrial segment.

Of the $667 million spent over-all in 1964, business and industry contributed $229 million, increasing its expenditures by 6.8 percent over the previous year. Of this, $91 million went for production, $52 million for release prints, $51 million for distribution, $44 million for equipment ($13 million of it for motion picture equipment), and $61 million for administrative expenses.

The women of Variety Club Tent 35 met recently to map plans for the Tent's Celebrity Ball to be held at the Americana Hotel on Nov. 12. Left to right are Mrs. Harold J. Klein, Mrs. Harry Pimstein, and Mrs. Milton Rackmil, wife of the chairman of the event. Standing is Mrs. Bernard Myerson.

The NEW YORK Scene

By Mel Konecoff

IRVING SOCHIN, A GRAND CHAP, WHO IS ALSO VICE-PRESIDENT OF RIZZOLI Film Distributors, has a great idea—he wants to host weekly press luncheons, which would be gab and gripe sessions, with probably more off the record than on. This is one of the best ideas to come from an industry executive in some time. We think we know another fine executive who will take up another day of the week, which leaves three lunch slots open.

While he had us across the luncheon table, he figured he might as well reveal a couple of things. One revelation denied that anyone but Rizzoli would release the new Fellini film, "Juliet of the Spirits," despite rumors started by competitors.

Another Sochin revelation had to do with the opening of the company's first branch office—in Los Angeles—to be directed by western sales manager Al Kolitz. Expansion of Rizzoli will proceed at a cautious rate despite an impressive list of upcoming releases. The maximum number of offices to be opened will not exceed five, since Sochin felt subdistribs presently in use could handle most areas of the country.

Sochin expects to release six features over the next 12 months. These will include "Imperial Venus," with Gina Lollobrigida; "Mama Roma," with Anna Magnani; "Liola," with Ugo Tognazzi; "Me, Me, Me And The Others," with Marcello Mastroianni, Vittorio Dessica, Walter Chiari, Sylvana Mangano, Gina Lollobrigida; the re-release of "Madame Butterfly," in color; "Africa Addio," a color documentary about Africa by Jacopetti and Prosperi, who made "Monodo Cane"; and, of course, "Juliet of the Spirits."

Fellini owns 50 per cent of the latter, and the film has $500,000 thus far in guarantees, Sochin hoped to gross four or five millions in film rentals in the U.S. and Canada alone.

A MATTER OF SIZE: ONCE UPON A TIME, THERE EXISTED A SMALL, PEACEFUL town wherein lived a boy genius, who invented a concoction that made things grow several times their natural size. Eight strangers, boys and girls in their teens, invade the town, eat the fast-grow goo, and terrorize the town in a gesture of rebellion against adults. Don't worry, though, the good teens cut them down to size, and all ends well.

This essentially is the plot of the rock-n-roll, science fiction film, "Village of the Giants," turned out by Bert I. Gordon using Joe Levine's money. (No, Virginia, this is not Bert Gordon, the "Mad Russian," who used to work with Eddie Cantor.)

This Gordon is quite a film maker, having turned out "The Cyclops," "The Beginning of the End," "The Amazing Colossal Man," "The Fantastic Puppet People," "The Boy And The Pirates," and "The Magic Sword"—and they all made money, as will "Village of the Giants".

Anyhow, we had a luncheon date with Gordon at the Americana, and he brought along Johnny Crawford and Tim Rooney, two of the youngsters in the film who are part of a group touring on behalf of the picture. It was a fun session, with Crawford (of "Rifleman" fame) and Rooney (of Mickey Rooney family fame) hardly letting Gordon get a word in edgewise. Both would like to make their mark in films, preferring this to television, even with the instant fame to be found in that medium. Rooney, 18 (wow, how time has flown), will not try to follow in the footsteps of dad Mickey, but will try to make his own way. He's got a fantastic memory and some great recollections of Hollywood.

Gordon did manage to tell us that he had a 13 picture deal with Levine covering a four-year period, and he'll turn out three or four a year for family consumption. He writes his own stories and has been turning over the screenplay chores to others of late. Some of his future projects will have him getting away from the science fiction field. His next pair will be a shock program to be made back-to-back in November, "Creatures of Dr. Freak" and "Horror House." All his films will be in color, and all will get maximum selling effort, tours by stars, etc.

HAPPY BIRTHDAY: SEVEN ARTS PICTURES IS ONE YEAR OLD, AND GREAT things are in the offing, according to Jim O'Gara, newly appointed vice-president and general sales manager. The upcoming program looks so good that expansion of the field force and physical set-up is in order, with at least two branch-district managers to be named by the first of the year, he related the other morning. He admitted that until now, the company has not been a major factor on the theatrical scene, but the next 12 months will see at least eight impressive pictures released, plus a number of smaller ones. This should put the company in the scene.

The kicker on the road to success is "The Face of Fu Manchu," on which 500 dates have been set thus far. After the campaign and promotion, he forecast that at least 1,000 dates would be in by the end of the year. Fine exhibitor cooperation and hardwork by a small but dedicated staff is making this possible. Exhibitor encouragement is coming, he felt, because they would like to see another source of supply come into being. O'Gara hopes to justify their faith in the company.

Future product will be publicized and promoted to the greatest extent possible to help both exhibitors and Seven Arts, and among the films that will be released in the next year and which will get concentrated selling will be "Ten Little Indians," January; "Sleeping Car Murders," February; "Allez France," March or April; and others.

The future of the company certainly calls for more product, and O'Gara wouldn't be surprised if president Eliot Hyman or vice-president Ray Stark channel some of the projects they are working on through their own company. The second anniversary of the company should be an interesting one.

LONDON Observations

By Jock MacGregor

A SURPRISE FEATURE OF THE LABOUR ADMINISTRATION HAS BEEN THE quick grasp of film problems by minister of state to the Board of Trade Roy Mason. Unlike many parliamentarians who seem only too eager to accept the bleatings of those who speak for political or personal reasons rather than the overall good of the industry, he has not been hoodwinked. He has met the big groups, the self-styled independents, trade unions, and others, and revealing general satisfaction rather than alarm at how things are going, has not suggested any need for government intervention. He has not accepted that good British entertainments have been denied circuit releases or that the now considerable American participation in production here is a bad thing. Some of the oddmen out are hopping mad, and consider him more conservative than the Tories.

THERE WILL BE NO DUBBING INTO FOREIGN LANGUAGES PROBLEMS WITH Jim Carreras' 100th production, "One Million Years B.C." which was launched with a Les Ambassadors reception for the press and trade to meet its stars, Raquel Welch and John Richardson, and its creators, producer Michael Carreras, director Don Chaffey, and special effects genius Ray Harryhausen. No dialogue will be spoken. Characters will communicate through gestures, expressions, and unintelligible chatter. Here, indeed, will be a British film which the most diehard American exhibitor will be unable to turn down because the English dialogue would be unintelligible to his patrons. Only recently, Jim was asking why British artists are understood in American sponsored movies but not in his! It will, however, deny audiences the pleasure of hearing Raquel, a 23-year-old Chicago graduate from beauty contests and tv to a 20th-Fox contract, whom I found easy to understand. She recently starred with Stephen Boyd in "Fantastic Voyage" and has obviously made a serious study of film making. Shooting on this big screen color spectacular, which is being made in association with Seven Arts for Warner Pathe release here and 20th-Fox elsewhere, starts immediately with locations in the Canary Islands.

"HELP!" CRIED MGM PUBLICITY CHIEF, EDDIE PATMAN, OVER THE PHONE. I thought he was being disloyal, plugging a UA release. I listened. The Radio Times in a page feature on the "Man from U.N.C.L.E." tv series had apparently reported how Metro was backing the theatrical release of some episodes like "Spy With My Face" with official looking UNCLE agents' accreditation cards. 54,000 had written in—that represents more than $2,500 in postage alone—and many enclosed stamped addressed envelopes. The postal authorities had complained that their local services had been upset. He asked me to give a hand. I found MGM executives Lester Brooks, Leslie Rose, Dick Parrish, and Irving Barber (in the absence of Mike Havas in America) also welcoming ABC's Bill Carpenter, David Jones, and Doug Ewin, and Rank Theatre Division publicity controller John Behr. With extra staff tackling the piles of mail, I merely helped lower the stocks in Lester's cocktail cabinet. The total incidentally does not include those received early or the "agents" recruited at many theatres playing the film. Applications still pour in.

RECENTLY VISITING DUBLIN TO SEE SHOOTING ON 20TH-FOX'S WORLD WAR I epic, "The Blue Max," two things struck me forcefully. Between the airport and Ardmore Studios, there were two big signs drawing attention to nearby projects of the small but extremely lively Variety Club of Ireland. Second was the talk about the circuit on both sides of the border being built up by Leo Ward and K. Anderson. Now in double figures, the halls, through good management and astute bookings, are showing increasingly useful returns. Incidentally, many country cinemas pay flat rentals and are booked solidly for at least two years ahead. Another distribution story comes from Portugal. At a recent function, I sat next to one time studio publicist Geoffrey Foster, now managing Rank's distribution, which also handles UA there and the Sao Jorge Theatre, Lisbon. A small country exhibitor had excused the non-payment of rentals on the arrival in town of a smart young doctor who had ruined his other business—undertaking. Told this was no excuse, his reply was optimistic. A rich landowner had died and he was handling the funeral. There are about 500 theatres but not more than 60 are really worthwhile. Transit to many rural houses is by donkey, and flat rental exhibitors have to pay for hire of film cans and insurance.

IT IS NICE TO RECEIVE HANDOUTS FROM SUCH AMERICAN PUBLICISTS IN distant places as Howard Newman, with "Hawaii" in Hawaii; Ernie Anderson, in Paris on "How to Steal $1,000,000 and Live Happily Ever After"; Phil Gersdorf, in Madrid for "Doctor Zhivago"; and Richard Overstreet, a new name to me, in Rome with Charles K. Feldman's "Anyone for Venice." Though the pictures may be beyond my parish, the information is invaluable for filing. It is equally infuriating that certain Americans publicising British pictures here never mail any news or deign to return phone calls. . . . Exhibitor resistance to "X-Adults Only" films, if anything, increases. Many either do not book them or keep them for secondary dates. Some authorities restrict them on Sundays. In the censor's August report, it is noted that "Love Has Many Faces" has been re-categorized from "X" to "A," which permits the admission of accompanied children. It will now form a double feature Columbia program with "The Bedford Incident" and go on Rank release. . . . Though announced for a Sept. 30 preme, Tony Richardson's "The Loved Ones" did not open at the Empire. . . . Shaping as the biggest road show to hit Britain in a long while is "Sound of Music." In London and the provinces, the story is the same. After seven months at the Dominion, it is doing SRO even at matinees. . . . Once again, The British Barker has a 32 page issue in October. . . . Metro's "Lion's Roar," which goes to 1500 newspapers and columnists, has changed to a newsheet format, giving an at-a-glance idea of what space will be needed for each story.

Landau-Unger Acquires Biofilm, "La Dolce Vita"

NEW YORK—The new Landau-Unger Company announced that it has acquired all United States and Canadian rights to Federico Fellini's 'La Dolce Vita," the international blockbuster which holds the all-time boxoffice record for foreign-language pictures.

Ely A. Landau and Oliver A. Unger, heads of the company, disclosed that an English-language version of the Fellini masterpiece is being prepared for saturation release to theatres next spring. New trailers, ads, and accessories are in production for the major advertising and promotion campaign which is being mounted for the relaunching.

"La Dolce Vita," which grossed upwards of $4,000,000 in the Italian-language version in this country, won the plaudits of American critics after it had garnered first prize, by unanimous decision, at the Cannes Film Festival. A vast fresco of a corrupt and decadent world, it originally was released here in 1961, and its acclaim by American audiences set a new standard of foreign-film acceptance.

The Landau-Unger Company will ultimately make "La Dolce Vita" available to television markets.

Landau-Unger also has obtained full distribution rights to, and will shortly release, "The Eleanor Roosevelt Story," a full-length motion picture written by three-time Pulitzer Prize winning author-poet Archibald MacLeish. The film was created and produced by Sidney Glazier.

The Landau-Unger Company will release the film through Allied Artists in November.

Brien Joins Seven Arts

NEW YORK—Lige Brien has joined the Seven Arts Pictures promotion department, it was announced by Edward S. Feldman, vice-president in charge of advertising and publicity.

Brien, who recently resigned from the Paramount Pictures merchandising department, will immediately begin to cordinate the exploitation and co-op advertising campaign for the national release of Seven Arts' "The Face of Fu Manchu."

Well known throughout the motion picture industry, Brien has held key exploitation posts with Eagle Lion Pictures, United Artists, 20th Century-Fox, and Paramount.

Leonard Lightstone, Embassy Pictures executive vice-president, recently signed in London the agreement by which Embassy acquired U. S. and Canadian distribution rights to "The Second Best Agent In The Whole Wide World." He is flanked by, left, Ken Hargreaves, Embassy's United Kingdom representative, and, right, James Ward and Eric Greenspan, Puck Films, Ltd.

ALBANY

A $2.50 top is expected at one or more area theatres playing "La Boheme," La Scala Opera Company's filmed version distributed by Warner Bros., during October and November "waves." That was the ceiling—not Warner-set—for "Hamlet," starring Richard Burton, in September, 1964. By the way, Electronovision Music Publishing, Inc., with New York offices, recently made a name change to Mayhoam Music, Inc., in a certificate registered with the Department of State, Albany. "Hamlet" was shot in the Electronovision process. . . . The wife of Fielding O'-Kelly, veteran manager, Schine's Mohawk, Amsterdam, is recovering there from an ear operation recently performed in Albany Medical Center Hospital. . . . Schine and Fabian houses, as well as several independently operated theatres, showed "Horror-Vision," vividly advertised "pajama girls party and monsters" feature. Single column insertions plugged the picture, which newspaper readers were "dared" to view. "Two-for-one" passes, good at subsequent performances of other films, were offered those who could sit through the chiller. Most of the dates were at matinees, although Cooperstown Theatre (a former Smalley house) screened the package afternoon and evening. . . . The 3,000-seat Stanley, Stanley Warner Utica first-run, was hired for a Roland Chesley concert of Mantovani on Sept. 27. William Leggerio manages Stanley. . . . Hubert Bourne is now manager of Schine's Glove, Gloversville. He traded places with Dewey Van Scuy, sent by general manager Lou Hart to Ohio.

BUFFALO

Edward Miller, manager, Center, downtown Buffalo, and Joe Garvey, Granada, north Buffalo, both are working on big advance promotion campaigns for "La Boheme," which both will show Oct. 20 and 21, matinee and evening. . . . Sidney J. Cohen, president, Allied Theatre Owners of New York State, Inc., announces that the newest members of the organization are Mr. and Mrs. Krinovitz, Super 87 Drive-In, Plattsburgh, N. Y. . . . William DeLys' plans to stage three original plays may have been altered slightly by the planned razing of the Elmwood, but the project will not be abandoned. Earlier, he spoke of staging shows at the Elmwood, only to face the sudden discovery that the Elmwood could be torn down long before any of the plays even went into rehearsal. "We are going ahead on this," DeLys declared. "After all, we are not building a physical plant; we simply want to do three shows." . . . Holland-Wegman Productions, Inc., business film makers purchased all equipment of Dynamic-International, Inc., and will assume a number of the film-making jobs for which Dynamic-International has contracted, Holland-Wegman president Edward J. Wegman has announced. . . . Sydney J. Cohen, exhibitor chairman, and Mike Klien, distributor chairman, held a meeting of the Will Rogers Hospital collection committee in the 20th Century-Fox screening room to discuss the soon-to-be-launched Will Rogers drive in the indoor theatres in western New York. The drive-in theatres of the area recently closed a highly successful collection, and Cohen has received a letter from Morris Lefko, national Will Rogers drive leader, congratulating the drive-ins of the area on the great job. . . . Howard Goldstein, vice-president of Allied Theatre Owners of New York State, Inc., in a letter to Syd Cohen, president, reports that he is receiving many inquiries from new members wishing to join the Allied insurance program, which also is causing many exhibitors in the Albany and Catskill areas to become Allied of N. Y. members. . . . Art cinema of the purest ray, Dame Margot Fonteyne and Rudolph Nureyev in a new color film, "An Evening with the Royal Ballet," invades Shea's Buffalo, the Kensington, and three other area theatres in an Oct. 6-7 engagement. The theatres, which will schedule matinee and evening performances of four ballet highlights, include East Aurora's Aurora, North Tonawanda's Riviera, and Hamburg's Palace. Reservations will not be required by the five theatres.

CHARLOTTE

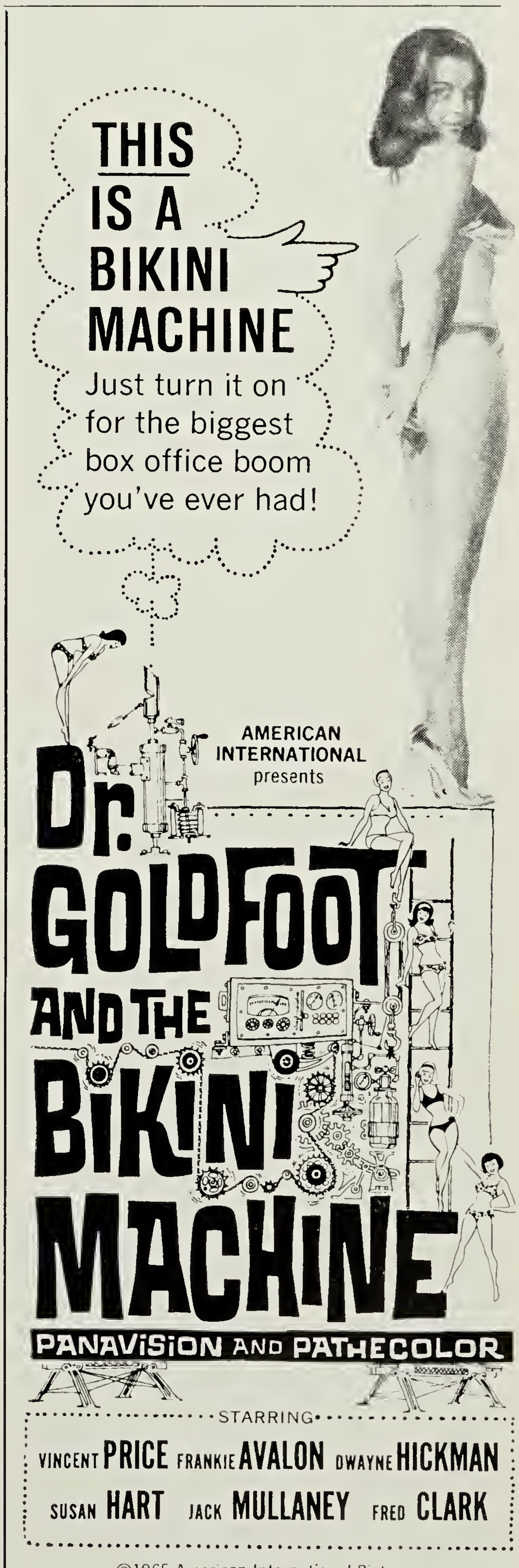
Robert M. Brand, Rock Hill, S.C., has been named manager, Capri, Charlotte. He succeeds Ryt Suez, who has resigned. Brand joined Stewart and Everett Theaters in Lancaster, S. C., 16 years ago, and for the past four years has managed the Cinema, Rock Hill. . . . A fire at 2:30 p.m., Sept. 29 at the Parkway, Winston-Salem, caused the evacuation of about 50 persons. The fire began from an overheated rheostat in the popcorn machine in the lobby, and when manager Carl Dobbins saw smoke coming from the machine, he called the fire department and announced there was smoke in the lobby and he would like everyone to "vacate the theater before anyone panicked." Everyone moved out in orderly fashion, and firemen doused the fire with an extinguisher.

CHICAGO

The State, Roseland, Ill., has been added to the ever-growing circuit of Brotman and Sherman Enterprises, Inc., bringing the total number of theatres in the circuit to 14. Al Raymer, general manager, becomes the new booker for the house. Brotman and Sherman also announce that their new Thunderbird, undergoing final steps of completion on the Champagne-Urbana campus of the University of Illinois, will open on Christmas Day. . . . Ben Katz, Universal pubicist, hosted a screening of "The Ipcress File" in the Little Chicago Theatre atop the Chicago Theatre Building. . . . "The Hallelujah Trail" opened at McVickers on a reserved seat basis replacing a 30-week's run of "The Greatest Story Ever Told". . . . Special matinee showings of "Hansel and Gretel" were at neighborhood theatres. . . . "La Boheme" will be shown in Chicago-area theatres at the downtown Loop and Carnegie; and in the outlying Lake, Oak Park; Variety, Evanston; the Berwyn, Northbrook, Hillside, LaGrange, Skokie, Park Ridge and Mount Prospect. . . . Oskar Werner, one of the stars of Columbia's "Ship Of Fools" was in to herald the opening at the United Artists Theatre. . . . Otto Preminger was due in to boost his "Bunny Lake Is Missing" film. . . . Variety Club of Illinois, Tent 26, announces its "Kings for a Day" luncheon on Oct. 13 at the Pick-Congress Hotel as a "Super Double Feature Event" honoring two motion picture pioneers, Alex Manta and Jack Rose. . . . The Bryn Mawr Theatre is completing a $100,000 remodernization and remodelling program.

CINCINNATI

Variety Tent Three activities committee, with Lou Shear, Theatre Candy of Ohio, chairman, and Bob Rehme, UA field representative, co-chairman, arranged a Day at the Races Oct. 20 at Keenland Race track in Kentucky. Lunch will be served aboard the busses taking the group down, and following the races, dinner will be served before the return trip. . . . Chakeres' Logan Theatre, Logan, O., reopened after extensive renovations with Universal's "Shenandoah." A mile-long parade entertained crowds before the "ribbon ceremonies" were conducted by the city-county officials and Chakeres executives. Phil Chakeres, president of the circuit, was presented a plaque honoring him for his contribution to this small community of a modern theatre. The theatre is now an up-to-date house of charm, using all of the latest film equipment. . . . Construction of Cincinnati Theatres' new Princeton Cinema in the Tri-County Shopping Center, suburban Springdale, is progressing nicely. Jack Haynes, general manager, has set the target date for Nov. 1. The theatre is the first complete new house constructed in Hamilton County in 20 years.


THIS IS A BIKINI MACHINE
Just turn it on for the biggest box office boom you've ever had!
AMERICAN INTERNATIONAL presents
Dr. GOLDFOOT AND THE BIKINI MACHINE
PANAVISION AND PATHECOLOR
STARRING
VINCENT PRICE FRANKIE AVALON DWAYNE HICKMAN
SUSAN HART JACK MULLANEY FRED CLARK
©1965 American International Pictures

COLUMBUS, O.

Captain Herman Beck, chief of the police vice squad, made a "personal prediction" that the Gayety will eventually open its announced live burlesque policy, and "if we try to stop it, we will lose." Beck said that because of recent Supreme Court rulings, city ordinances prohibiting burlesque will be overruled." . . . "Those Magnificent Men In Their Flying Machines" will open Oct. 13 at Cinema East, new de luxe suburban house operated by Charles Sugarman. . . . RKO Palace will relay the telecast of the Cassius Clay-Floyd Patterson heavyweight championship fight Nov. 22. . . . Mrs. Pearl Hunt announced an Oct. 21 closing date for "My Fair Lady" at Hunt's Cinestage. The film, now the new long-run champion at the theatre, will have played 43 weeks. . . . Mrs. Catherine Jaeger is back at the Grand Cinerama, arranging group sales for "The Greatest Story Ever Told." . . . Samuel T. Wilson is back at the Dispatch theatre desk after a vacation.

DALLAS

Carol Lynley, star of Otto Preminger's "Bunny Lake Is Missing," is scheduled to pay Dallas a visit on a promotional tour in behalf of the film on Oct. 6. The film has been booked to open an engagement at the Majestic on Oct. 22. Miss Lynley last visited Dallas prior to the opening of the Preminger film, "The Cardinal." . . . Funeral services were held for Hicks Colema, 75, a local contractor, who helped build the Majestic. . . . Victor Matthews, manager, Forest, announced that the theatre has closed its doors. It is not known whether the Forest will reopen. Matthews said the fate of the Forest has been uncertain for some time because of lack of patronage. It had been operating only on Saturdays, Sundays, and Mondays. The Forest, one of the newer suburban film houses in the city, is a part of the Interstate Circuit. The theatre on many occasions has played first run features simultaneously with downtown theatres, but has been operating at a loss for some time. . . . Dick Empey has been made director of advertising, publicity, and theatre operations for the 10 theatre circuit of Trans-Texas Theatres. Empey has been with the circuit for two years. He was manager of the circuit's Hollywood, Fort Worth, Tex., six months before joining the main office staff here. He came to Texas from Duluth, Minn., and had managed theatres there and in Milwaukee and Detroit. He also was a press representative of Metro-Goldwyn-Mayer in Detroit. . . . Executives of the motion picture industry from all over the country and people in the entertainment business from all over the state were here for the Dallas Variety-Will Rogers Hospital Golf Tournament at the Glen Lakes Country Club. In from New York were H. H. Martin, general manager, Universal Pictures; James Velde, general sales manager, and his assistant, Al Fitter, United Artists; Lew Formato, assistant general sales manager, Metro-Goldwyn-Mayer; Gene Jacobs divisional manager, and Al Fisher, United Artists. Local radio and television station officials as well as circuit officials from Interstate Theatres, Rowley United Theatres, Jefferson Amusement Theatres, Cinema Arts Theatres, and a number of independent theatre owners and film distributors from all sections of the state attended. . . . With the opening of the Festival, a dream of 26 years has come true for Norm Levinson, president of Academy Theatres. He and partners J. J. Rodriguez and Edwin Tobolowsky spent $100,000 to convert the Teatro Panamericano, previously operated by Rodriguez. Because the opening feature is "Darling," the hostesses serving on the Festival Terrace will be known as the "Festival Darlings." . . . Richard A. Smith, president, General Cinema Corp. here for the opening of Cinema I and Cinema II in North Park, said that he expects that the company will open at least 75 new shopping center theatres in the next three years. The circuit has 13 theatres under construction, 26 more signed deals, and 35 sites being checked. General Cinema does not plan to construct any more drive-ins but may acquire some already built. The circuit is to expand to some 150 theatres of all types during that time. . . . R. B. Compton, salesman for Modern Sales and Service, is seriously ill in a hospital at Lubbock, Tex.

HOUSTON

Carol Lynley was expected to jet into Houston on Oct. 5 on a promotional tour in behalf of "Bunny Lake Is Missing," scheduled to open at the Majestic on Oct. 15. From Houston, Miss Lynley is to go to Dallas for a promotional visit. . . . Yvette Mimieux and Emilio Fernandez, Mexican film actor and producer, who star in 20th-Fox's "The Reward," began a five day tour of Texas from Houston. Each star had a separate itinerary covering a total of 15 cities. Their tours will cover an area encompassing 62 theatres which have booked the film. . . . The Art Cinema booked the controversial film, "A Stranger Knocks," opening an engagement on Sept. 25 as an adult only presentation. . . . The Alray is presenting a Art Film Festival, a total of 13 films during the period of Sept. 21 through Oct. 11. Festival discount cards are being sold for the series. . . . KBNO-FM invites listeners to join the KBNO Theatre Club. Each week, the radio station has a drawing for free tickets and names are announced each day. Among the local theatres participating are the Windsor and Gaylynn, Cinerama theatres: Cinema I and II at Gulfgate, Meyerland, and Northline; Tower, and Alray. . . . Six local theatres are now featuring art films. They include the River Oaks, Delman, Windsor, Alray, Village, and Art Cinema. There are indications that a new 500 seat theatre may be constructed here for art films. . . . The Contemporary Arts Association is planning to resume showing films here. . . . Adam Keefe, who is currently appearing at the Tidelands Clubs, has a goal to appear in motion pictures. In his act, he spoofs a good many film actors in his impressions.

JACKSONVILLE

Sheldon Mandell, co-owner, Five Points Theatre, pointed out that his suburban house has entertained almost 100,000 patrons at the record-breaking performances of "The Sound of Music" during the seven months this 20th-Fox musical in Todd-AO has been running. He said that no termination date has been set for the film as yet. In boxoffice dollars, "The Sound of Music" has also outdistanced every other motion picture in local history. The previous long runner was "Ben Hur," with 19 weeks and three days at Florida State Theatres' downtown Center. In third place was "My Fair Lady," which lasted 16 weeks at Meiselman's suburban Cedar Hills. . . . Miss Caroline Day, music supervisor for the local county public school system, which has more than 120,000 students, handled the distribution of special student-faculty discount coupons which are good for two outstanding shows at the downtown Florida and one at the suburban Edgewood. Miss Day's cooperation was extended to the FST houses due to the high educational value of their presentations. They are Sigma III's "An Evening with the Royal Ballet" on Sept. 29-30 and Warner Bros.' "La Boheme" by the La Scala Opera Co. on Oct. 20-21, both at the Florida. Completing the trio of special films will be Burton Holmes' "Grand Tour of Europe" on Oct. 13 at the Edgewood. . . . The Motion Picture Charity Club will serve as cosponsor—along with the local Chamber of Commerce—of the midway attractions which will highlight the annual Jacksonville Fair at the Gator Bowl and Coliseum on Oct. 20-30, announced John Tomlinson, MPCC president. Several MPCC members are among the leading executive officers of the Fair Association, which has many year-around functions in presenting the annual fair which attracts more persons than any other north Florida entertainment event. . . . Mrs. Anne Dillon, secretary to LaMar Sarra, vice-president and general counsel of Florida State Theatres, has been widely congratulated along Film Row over her election to the vice-presidency

---

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION

(Act of October 23, 1962; Section 4369, Title 39, United States Code)

1. Date of Filing: October 1, 1965

2. Title of Publication: MOTION PICTURE EXHIBITOR

3. Frequency of Issue: Weekly except first issue in January and first issue in September

4. Location of known office of publication: 3110 Elm Ave., Baltimore, Maryland 21211

5. Location of general business offices of the publishers: 317 N. Broad St., Phila., Pa. 19107

6. Names and addresses of publisher, editor, and managing editor:
Publisher: Jay Emanuel, 317 N. Broad St., Phila., Pa. 19107
Editor: Albert Erlick, 317 N. Broad St., Phila., Pa. 19107
Managing Editor: None

7. Owner: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address as well as that of each individual must be given.)
Jay Emanuel Publications, Inc., 317 N. Broad St., Phila., Pa. 19107
Jay Emanuel 317 N. Broad St., Phila., Pa. 19107
Mrs. Helen Greenhalgh, 317 N. Broad St., Phila, Pa. 19107

8. Known bondholders, mortgages, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages or other securities (If there are none, so state): None.

9. Paragraphs 7 and 8 include, in cases where the stockholder or security holder appears upon the books of the company, as trustee or in any other fidiciary relation, the name of the person or corporation for whom such trustee is acting, also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustee, hold stocks and securities in a capacity other than that of a bona fide owner. Names and addresses of individuals who are stockholders of a corporation which itself is a stockholder or holder of bonds, mortgages or other securities of the publishing corporation have been included in paragraphs 7 and 8 when the interests of such individuals are equivalent to 1 percent or more of the total amount of the stock or securities of the publishing corporation.

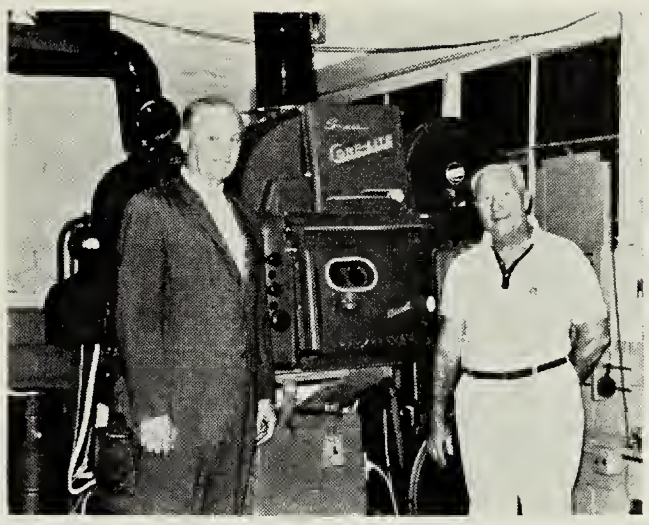
10. This item must be completed for all publications except those which do not carry advertising other than the publisher's own, and which are named in sections 132.231, 132.232, and 132.233, Postal Manual (Sections 4355a, 4355b, and 4356 of Title 39. United States Code)

	Average no. copies each issue during preceding 12 months	Single issue nearest to filing date
a. Total no. copies printed (net press run)	—	—
b. Paid Circulation		
1. Sales through dealers and carriers, street vendors and counter sales	—	—
2. Mail subscriptions	—	—
c. Total paid circulation	—	—
d. Free distribution (including samples) by mail, carrier or other means	—	—
e. Total distribution (sum of c and d)	—	—
f. Office use, left-over, unaccounted, spoiled after printing	—	—
g. Total (sum of e & f —should equal net press run shown in a)	—	—

I certify that the statements made by me above are correct and complete.

MAX CADES
Business Manager

of WOMPI International during the group's recent convention at the Astor Hotel in New York City. . . . Film Row is also proud of the local WOMPI group as a whole in that it distinguished itself in being the only WOMPI group to capture two of the leading awards at the WOMPI convention. Under the presidency of Kitty Dowell of MGM, the local WOMPI members gained first place and won an enviable trophy for their valuable and unselfish program of industry service during the past year. They also captured the attendance prize at the convention. The same two prizes were also won by local WOMPI members in 1964. . . . Marye Elizabeth Glass, FST home office worker and former WOMPI, was scheduled to wed Wilford G. Chason of the U. S. Naval Station at San Juan, Puerto Rico, on Oct. 2 at the local Springfield Church of Christ. Betsy is the daughter of Mr. and Mrs. Jim B. Glass. . . , Thousands of Navy sailors swarmed into town and gave heavy patronage to downtown theatres as many ships returned to the nearby Mayport Naval Station after months at sea. . . . Walt Meier, manager, downtown Florida, had just what the Navy boys wanted in "How to Stuff a Wild Bikini," and Marty Shearn, manager of the Center, de luxe companion to the Florida, needed a full staff to handle the overflow crowds which swamped the Center during its first weekend with "The Ipcress File," which had received intensive advance advertising by a team of Florida State Theatres exploiteers. Discerning foreign film fans were treated to the long-awaited showing of "The Servant" at the San Marco Art, and popcorn-eating, cola-drinking action fans had a three-and-a-half-hour session with "Hercules Against the Moon Men" and "The Black Torment" at the downtown Imperial. . . . For the incoming tourist trade of the new winter season Florida State Theatres' new underwater ballet show at the Weeki Wachee subterranean auditorium, entitled "Alice in Waterland," presented hourly shows. Jack Mahon, Weeki Wachee columnist, made his way into a column by Ray Knight, who covers many facets of the entertainment world for the local Jacksonville Journal. . . . The high caliber of competition which faces local theatres in their day-by-day, year-around bid for entertainment dollars spent by the public is best shown in a municipal report issued by Bill Lavery, who manages two leading city-owned showplaces, the Civic Auditorium and the Coliseum. Nearly five million persons have attended functions presented in the two buildings since they opened in 1961. "This success has put Jacksonville's facilities in the major league of public buildings operated by cities in the United States," Lavery claimed. "Of 558 buildings surveyed recently," he said, "Jacksonville was in the upper 25 per cent in the number of events held. It was in the upper five per cent in the days operated annually, in attendance, and in concession revenue. We were in the top two per cent of the nights operated and the upper four per cent in admission revenue," he stated. The two buildings cost local taxpayers $10,200,000 and provide a total of 16,800 spectator seats. Unlike privately-owned motion picture theatres which have to operate at a profit in order to stay open to the public, the Civic Auditorium and Coliseum have been operating in the red and causing taxpayers additional expense. "Initial costs are seldom charged against the operation of a facility," Lavery stated. "It would be nearly impossible to ever operate them out of the red if they were. When I came here five years ago, I said they would be self-sustaining in five years. I anticipate that this will be the first year (1965) they will be self-supporting." As Lavery's report placed the local facilities among the elite of the nation's municipal showplaces in attendance and income, it brought many comments to the effect that the more unprofitable facilities must be losing a terrific amount of money.



Pictured is installation of Ashcraft Super Core-Lite arc lamps in Claude Schlanger's Prices Corner Drive-In Theatre, Wilmington Del. left, Bill Hutchins, National Theatre Supply Co. Manager, Philadelphia, who made the installation. Projectionist is Norman Mumford of the Wilmington Local # 473., IATSE. Schlanger's Budco circuit is standardizing on Super Core-Lites in all drive-ins.

MIAMI, FLA.

"One of the biggest and greatest jobs of publicizing any picture, and it sure paid off," was Florida State Theatres' publicist Ralph Puckhaber's summation on the saturation campaign on "The Ipcress File," when it opened in some 40 theatres state-wide. Full-page ads in color were prevalent both opening day and following opening. An example of the effects of the campaign is that of the Sunday following opening, when a long line formed at the box office of the Gables, a half-hour before the theatre's opening time, and entire families stood in a drizzling rain, eager to see the film. . . . Carol Lynley was due in town to publicize the opening of "Bunny Lake is Missing." . . . Nassau citizens are hopeful that their island city may be chosen as the location for the world premier of the newest James Bond thriller, "Thunderball," Dec. 21. Dozens of local personages were used during the shooting of the film in and around Nassau, and they are anxious to see themselves on the screen. . . . Prospective patrons were invitel to the Plaza, West Hollywood, to see authentic Indian relics and clothes dating back over 100 years, and also to meet Chief Eunah Tiger in the lobby, all in connection with the showing of "Cheyenne Autumn." The Indian display was arranged by manager Paul Haggerty. . . . James Camp, Skydrome Drive-In, Lake Worth, was the winner of a U. S. Savings Bond in Wometco's "Manager-Plus" Contest for "Most Improved Manager" for the month of August. . . . Ivan "Flipper" Tors' North Miami film producing studio is back to normal again after suffering some $50,000 damage from Hurricane Betsy. Actress Mitzi McCall is due to report to Tors' studio soon for work on the Soupy Sales film, "Birds Do It." Increased film producion in the Greater Miami area by Tors and others is one of the reasons for the establishment of a subsidiary of the Capital Film Laboratories color film processors, also in North Miami. Alfred Bruch, president of Capital, announced that the new Miami laboratory would be ready in January and will concentrate on color processing for producers of feature and commercial films. It will develop color negatives, turn out work-prints for rush examination, as well as complete answer prints, and make duplicate negatives and master positives. Robert W. Hiltwind, who left Capital in 1961 to become chief of film services with the USIA, has rejoined the firm as general manager of the Miami operation. Garland C. Misener, vice-president of Capital and a 30-year veteran of color film work, is in charge of the technical detailing of the new plant. James K. Anthony will be Capital's laboratory manager. . . . Advance sales were strong for the showing of "An Evening With The Royal Ballet" at the Carib, Miracle, 163rd St., and Mayfair. . . . "The Greatest Story Ever Told" opened at the downtown Florida in Miami on a "Family Price" basis.

KANSAS CITY

The Oct. 13 premiere of "The Great Race" at the Empire will be sponsored by the Motion Picture Association as a benefit for its officially adopted charity, the Crippled Children's Nursery School. Each year, the MPA sponsors a major benefit, and this year's expected proceeds are approximately $4,500. MPA president Martin Stone has the entire organization covering the town under the direction of a committee headed by Richard O'Rear, president of Commonwealth Theatres, with Frank Thomas, Allied Artists, and Jerry Haile, Paramount, as vice-chairmen. Howard Thomas, Warner Brothers, with the assistance of Phil Blakey, Commonwealth, is handling ticket distribution. Darrel Presnell, Dickinson Theatres, is in charge of promotion and publicity with an assist from Quinn Public Relations, Inc. In preparation for the picture engagement, Durwood Theatres is staging a major exploitation campaign which will climax at the premiere. Strong assistance is being given by the Junior League, one of the sponsors of the Nursery School. Empire gold seats (1,347) are selling at $10 each, with the balance of seats (1,235) at $5 each. "Hallelujah Trail" continued at the Empire through Oct. 3, after which the theatre went dark to permit changes of booth equipment and to brighten up for the premiere.

MEMPHIS

In a communication to chief barker Fred P. Gattas, Tent 20, international chief barker Jim Carreras, M.B. E., stated the tent is among the leaders in the race for the $10,000 first prize in the Sir Billy Butlin Incentive Scheme, and the new publication of the tent, "The Top Hat," is excellent. "We are going to have the combined effort of every member of Tent 20 in the effort to win the award," stated Gattas, who reported results in the recently launched membership campaign. New members include Harold Streibich, Eugene Lucchesi, Ward Hodge, and Harold A. Bolton, Jr. Bradford W. Stevens, formerly of New Orleans, transferred to the local tent, and former members J. D. H. Meyer, Jr., and Neil Blount were reinstated. Also, the crew approved for non-resident regular membership Francis W. Keilhack, president of Drive-In Theatre Manufacturing Company, Kansas City, Kans. Film for the tent's Sunday family night and shut-in programs is being provided by Metro-Goldwyn-Mayer and Warner Bros. without cost to the club. . . . City Theatre, Junction City, Ark., has closed. . . . R. X. Williams, Oxford, Miss., has reopened the Lyric, Oxford, and the State, Starkville, Miss., has reopened. . . . The Women's Auxiliary of Tent 20 has launched a series of Play Days to be held the third Monday of each month. Mrs. Conrad Bach, president, stated the days will include a series of luncheons, with bridge and other

PROGRESSIVE ELECTRIC
CONSTRUCTION CO. INC.
240 N. 13th ST. • PHILADELPHIA 7, PA.
35 Years of Theatre Construction and Maintenance

CLARK TRANSFER, INC.

Terminals:

- BOSTON, MASS
  818 Albany Street, Roxbury 617-268-4682
- NEW YORK, N. Y.
  603 W. 46th Street . 212-246-0815
- NORFOLK, VA.
  316 South Main Street 703-545-3832
- PHILADELPHIA, PA. (Executive Offices)
  829 North 29th Street 215-232-3100
- RICHMOND, VA.
  312 South 17th Street 703-648-6083
- TAMAQUA (HOMETOWN), PA. 717-668-1727
  RD # 2
- WASHINGTON, D. C. 202-526-4800
  3194 Bladensburg Road, N. E.

card games afterwards. Mrs. Bach reported the recent white elephant sale realized over $100 for Tent 20. . . . In Memphis, patrons are going back four and five times to see "The Sound of Music." Often, theatregoers drive from 200 to 300 miles away to attend the new Paramount's record breaking offering. The show is in its 25th week, and indications are it will remain at the plush Paramount through Thanksgiving. It has already grossed over $50,000 more than any other theatrical attraction in Memphis history. Alex Thompson, zone manager for Paramount-Gulf, states; "We never expected anything like this. We expected it would run to July 4. We even had "Harlow" and "Sons of Katie Elder" booked for the summer. We expected business to decline when school started, and it has, but not as much as we expected.". . . "Hallelujah Trail" is to begin at the State on Oct. 15. It will be on regular "grind" basis in 35mm. . . . Film Transit reports Clarence Scoggins is recovering from major surgery and is expected to return to work within a few weeks. . . . Eli Arkin, manager, Warner, reports the bookings of three quality films. The first is "La Boheme" by the La Scala Opera Company, which is to be shown simultaneously at Warner and Plaza houses on Oct. 20-21. The matinee prices will be $1.50, with $2.50 for the evenings. "A Night at the Royal Ballet" is booked for January, and will be followed in February by Lawrence Olivier's "Othello.". . . Midway Drive-In, Camden, Tenn., closed on Sept. 19. . . . D. F. Blissard reports that the Okolona, Okolona, Miss., closed on Sept. 18 to reopen in October.

NEW HAVEN-HARTFORD

Chet Stoddard, president of New England Theatres, Inc., regional ABC (American Broadcasting Companies) affiliate, visited Ray McNamara at the Allyn, Hartford, and Jim Darby, Paramount, New Haven. . . . Lou Cohen, retired Loew's Poli, Hartford, manager, and his wife Rose have moved from Collins st. to a newly-constructed apartment building near the Shulman Theatres' Webster in the south end. . . . Landau's "The Pawnbroker" will have its Connecticut premiere at the Shulman Rivoli, Hartford, following current extended engagement of Embassy's "Casanova '70." . . . Doug Amos, general manager, Lockwood and Goradon Enterprises, met with Bob Terrell, Hartford district manager, and Mannie Friedman, Hartford resident manager. UA's "The Greatest Story Ever Told" is to follow current UA's "The Hallelujah Trail" at the L&G Cinerama. . . . Seventy-two redevelopment projects underway in Connecticut this year cover 4,900 acres and represent a public investment of $372.5 million. . . . Franklin E. Ferguson, general manager, Bailey Theatres, New Haven, is in Europe, returning Oct. 6. . . . The Bridge Drive-In, Groton, and the Taftville Drive-In, Norwich, have dropped Monday through Thursday performances for remainder of 1965. . . . Petitioners are protesting plans of the E. L. Realty Corporation, Norwich, to build a drive-in in the Killingly section of Danielson. E. L. is headed by Ed Lord, who also operates the Palace, Norwich, and previously owned a drive-in, Lord's, in the eastern Connecticut town of Plainfield. . . . Redstone Theatres' deluxe Cinema II, West Springfield, Mass., will host the western Massachusetts premiere of 20th-Fox's "The Sound of Music" Oct. 6, opening night's proceeds to benefit the Metropolitan Springfield YMCA. Top admission for the run will be $3. . . . Anthony Davenport, assistant to the city editor of the Hartford Times for the past year, has resigned to become director of programming and public relations at WHCT-TB, the RKO General subscription tv experiment in Hartford. Davenport for eight years was television and radio editor of the Hartford Times. These posts are now among amusements editor Allen M. Widem's responsibilities.

PHILADELPHIA

Ed Heiber, American International Pictures' eastern division soles manager, was in to confer with exhibitors on the company's upcoming product line-up. He went from here to Pittsburgh. . . . The Family Drive-In, Clifton Heights, Delaware County, was robbed of $147 when the cashier was held up by three youths. . . . Variety Club Tent 13 will hold its annual Halloween Party on Oct. 30 in the Bellevue-Stratford Hotel clubrooms. . . . Bill Kanefsky's Saturday Morning kiddie shows got off to a fast start at the SW Stanton; and the Trans-Lux added Saturday morning showings of 20th-Fox's. "Those Magnificent Men In Their Flying Machines" at special children's prices.

SAN ANTONIO

Emilio Fernandez actor-director, who is seen in the current 20th Century-Fox attraction, "The Reward," was a visitor in San Antonio, meeting with representatives of the press, radio, and television on a statewide promotional tour in behalf of the film, now showing at the Aztec here. . . . R. A. Barron, owner and manager, Independent Theatre Supply, has been released from the Methodist Hospital where he recently underwent surgery. He will recuperate at his home. . . . Lynn Krueger, manager, downtown Interstate flagship, the Majestic, has booked "Ship of Fools" on Oct. 14. . . . Norman Schwartz, manager, Aztec, has scheduled two cultural attractions, a ballet and an opera, for showing at the Aztec. On Oct. 6 and 7, there will be both matinee and night showings of "An Evening With The Royal Ballet," filmed in Technicolor at the Covent Garden in London, the home of the Royal Ballet. The operatic attraction is booked for Oct. 20 and 21 and is an actual performance of "La Boheme" by the La Scala Opera Co

DO SOCKO LOBBY BIZ,
BLUES-FREE
BOOST YOUR TAKE,
BOOK ABC

Increase net profit, forget concession headaches! Let ABC's refreshment concession experts do the job for you. ABC does the work — and the worrying. All you do is bank the check. Make us prove it . . .

Write, or call collect, now.

ABC
CONSOLIDATED CORPORATION

ABC CONSOLIDATED CORP. • 333 S. BROAD ST., PHILA., PA. 19107 • AREA CODE 215 PE 5-5966

Convention Issue:

The Significance Of NATO *Page PE-5 & 6*

Record Turnout Expected *Page PE-8*

Booth List & Programs *Starts Page PE-11*

Trade Show Sampling *Page PE-18*

PHYSICAL THEATRE

•

EXTRA PROFITS

PLAN TO ATTEND!—

FOR ALL SUPPLIERS SERVING THE NATION'S

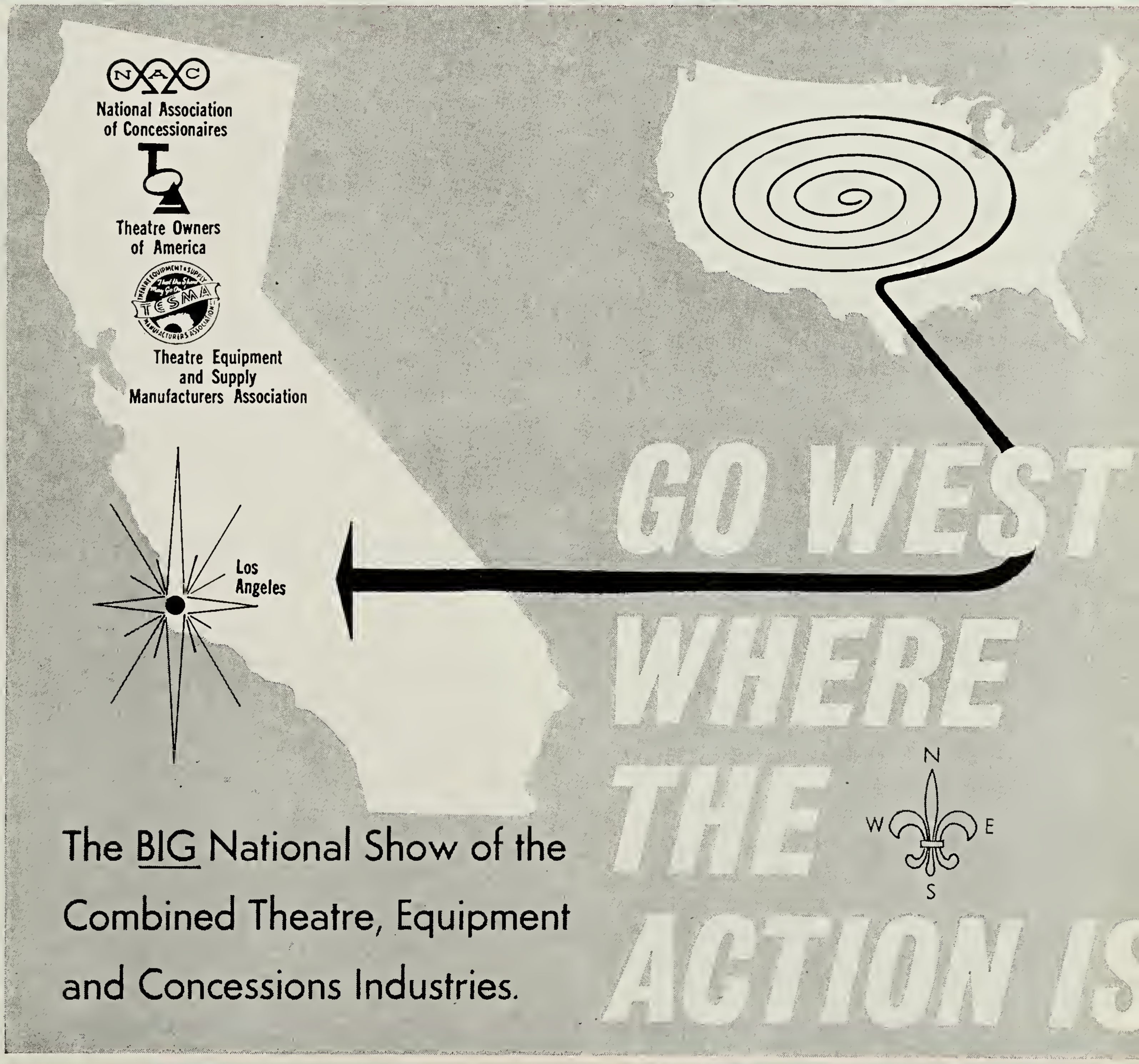
- **MOTION PICTURE THEATRES**
- **CONCESSIONAIRES**
- **DRIVE-IN THEATRES**
- **AMUSEMENT CENTERS**

1965 *MOTION PICTURE AND CONCESSIONS INDUSTRIES*

TRADE SHOW

HELD IN CONJUNCTION WITH THE CONVENTIONS OF NAC-TOA-TESMA

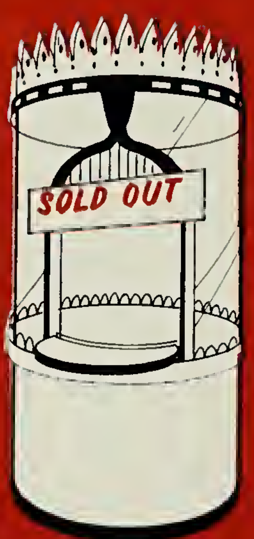
OCTOBER 27-30
AMBASSADOR HOTEL
LOS ANGELES


NAC
National Association of Concessionaires
Theatre Owners of America
TESMA
Theatre Equipment and Supply Manufacturers Association
Los Angeles
GO WEST
WHERE
THE
ACTION IS
N
W
E
S

The BIG National Show of the Combined Theatre, Equipment and Concessions Industries.

PRE-CONVENTION ISSUE
Volume 20 **Number 10**
October 13, 1965

A once-a-month combined department of Motion Picture Exhibitor devoted to the physical structure of the conventional and drive-in theatre, its design, equipment and furnishings, with a special section emphasizing theatre refreshment operations and management.



box office hit

IT'S DR PEPPER—at snack bars and vending machines in your lobby • Audiences applaud the distinctive flavor of Dr Pepper—the only one of the big four without a single competitive taste-alike • Fifteen straight years of zooming sales momentum prove its big appeal • Outstanding national and local advertising sell it—everywhere • Lively, imaginative on-screen, off-screen promotions send thirsty patrons right to Dr Pepper • For a Box Office Hit in your lobby, let a fountain sales representative book Dr Pepper into your theatre • It has a natural profit-making talent! • Write to the Fountain-Vending Division, Dr Pepper Company, P. O. Box 5086, Dallas, Texas 75222.

Dr Pepper Company, Dallas, Texas, 1965

Editorial

Industry Leaders Optimistic

FOLLOWING YEARS OF PAINSTAKING PREPARATORY WORK, the two great voices of exhibition, Theatre Owners of America and Allied States Association of Motion Picture Exhibitors, will become a single national organization speaking for all. We are only too conscious of the tremendous opportunity being presented to American exhibition by way of this historic action.

One would venture that the most immediate result of the dissolution of TOA and Allied and creation of NATO—the National Association of Theatre Owners—would be a boost to the efforts of American theatremen to reach government and industry leaders who must be pressured into taking action on current industry ills. Cohesive action born out of the common experience of these two organizations in their struggles to help the theatremen of America will certainly bear more weight than the efforts of a smaller group.

We contacted the heads of TOA and Allied, and also the leaders of the National Association of Concessionaires and Theatre Equipment & Supply Manufacturers Association to sound them out on the significance of NATO. Their responses, which appear in this issue of PHYSICAL THEATRE, indicate a strong consciousness of both the advantages of this merger and the considerable inherent benefits to their respective associations.

Immediately apparent are the prospects for increased interaction between NATO, manufacturers of theatre equipment and accessories, and the manufacturers and suppliers of refreshment items and services.

The introduction of new equipments, new projection techniques, and extra profits concessions items will certainly be expedited by more effective communication with the theatremen of the nation. The industry trade shows, already a major showcase for the vital equipment and services used in theatres, will benefit immeasurably from the merger as manufacturers and dealers will be assured an annual opportunity to reach a major segment of their market at a combined show.

We would also look for more effective ways to handle the problem of upgrading the technical quality of theatre presentations. With its combined resources, NATO should be able to carry on the work begun by the Research Council in setting down guidelines for the professional exhibition of theatrical films.

Both TOA and Allied have concerned themselves with both buying and booking problems, questions of censorship and taxation, pay tv, and standards in theatres in the past. Their wealth of experience should provide fertile ground for advancements on the part of American exhibition collectively.

With the stage set and the potential and opportunities easily imagined, effort becomes the only required ingredient for success. We are confident that NATO will fulfill the great promise it offers.

PHYSICAL THEATRE • EXTRA PROFITS • Sectional department of MOTION PICTURE EXHIBITOR, published once a month by Jay Emanuel Publications, Inc., 317 North Broad Street, Philadelphia, Pennsylvania, 19107. All contents copyrighted and all reprint rights reserved.

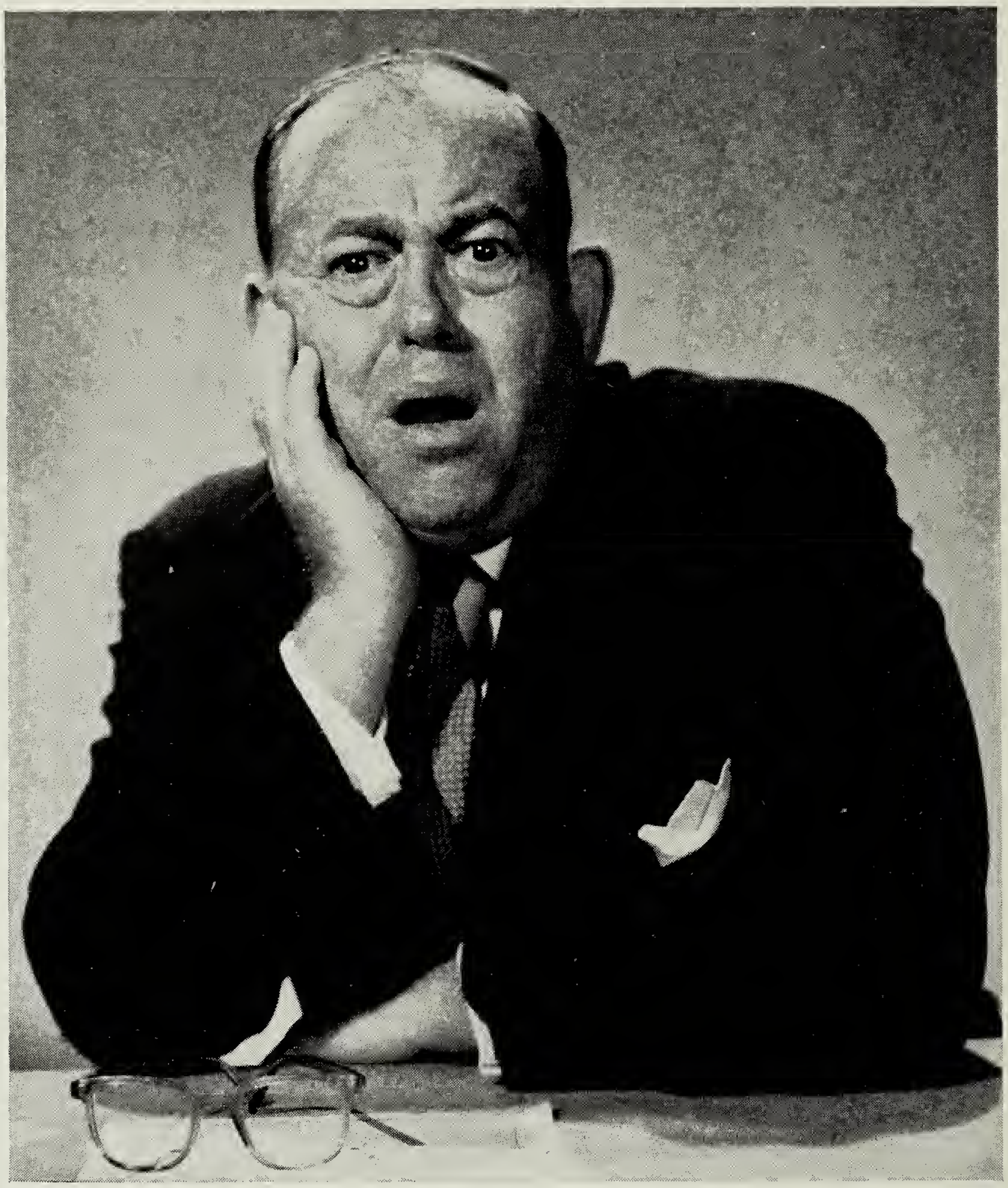
Al deProspero, editor

The biggest
and best
theatre service
organization
in the world...

costs less in
the long run!

RCA
THEATRE
SOUND
SERVICE

RCA SERVICE COMPANY
A DIVISION OF RADIO CORPORATION OF AMERICA
CAMDEN, NEW JERSEY 08101



This character just learned that he'd spent more money than necessary for projection lamps, *was paying high operating costs and still getting only half the screen light he'd been promised.*

Strong Futuras would have cost less to buy and less to use while delivering 50% to 100% more light.

Send for literature, case histories of comparative tests, PROOF of superior performance, and details of the many exclusive and desirable features

THE STRONG ELECTRIC CORPORATION
21 CITY PARK AVENUE · TOLEDO, OHIO 43601

1965
NAC
TOA
TESMA
CONVENTION
ISSUE

PHYSICAL THEATRE

Vol. 20, No. 10 October 13, 1965

EXTRA PROFITS

An invitation to comment on the forthcoming merger of Allied States Association of Motion Picture Exhibitors and Theater Owners of America for the readers of this publication generated the following remarks by the presidents of NAC, TOA, TESMA and Allied. These brief comments reflect the far reaching significance of this action of the industry.
—The Editor

By Sumner M. Redstone

President
Theatre Owners of America

S. REDSTONE

THE FORMATION OF NATIONAL ASSOCIATION OF Theatre Owners was the culmination of years of negotiations. The decision to unite Theatre Owners of America and Allied States Association was based on sound business principles and designed to be of economic benefit to theatre owners and operators.

It is obvious that the existence of two national trade associations represented, frequently, a duplication of effort and an overlapping of services which, by and large, could be handled by a single organization.

Over the years, both associations provided much-needed services for their respective members. I believe that NATO will enhance those services and give theatre owners a greater voice in industry affairs. Above all, it will bring unity to exhibition in one package instead of in two segments.

Every new project goes through a period of growing pains, but I am confident that as NATO progresses and develops, many of the skeptics will be asking, "Why did we wait so long?"

By Jack Armstrong

President
Allied States Association
of Motion Picture Exhibitors

J. ARMSTRONG

THE FORTHCOMING MERGER OF OUR TWO national exhibitor organizations presents a real challenge to both exhibition and distribution to grasp the opportunity at hand to develop better understanding, communication and cooperation.

To exhibitors, it will give a more forceful presentation of exhibition's problems, such as the serious lack of product during the current fall season, to those responsible for the progress of the industry in areas of production and distribution.

Both large and small exhibitors face the same problems. The merger of Theatre Owners of America and Allied States Association of Motion Picture Exhibitors should enable both groups to discover how many of their problems are common to both the large and small operator. The changes required to correct many current practices damaging to both groups can only be implemented by such realizations.

Recognition of, and response to exhibitors speaking in a united voice will be stronger and should encourage a rapid and positive solution to many current problems.

What the merger means to them . . .

By Arthur J. Hatch

President
Theatre Equipment & Supply Manufacturers Assn.

I CAN THINK OF NO EXAMPLE WHERE THE principle "In unity there is strength" is more applicable than with theatre exhibitors from coast to coast who seem to have a multitude of common problems.

A. HATCH

It is therefore most heartening to learn that the date for merger of Allied States Association and Theatre Owners of America has been established and that these two great national organizations of theatremen will be one. Sumner Redstone and Jack Armstrong are to be congratulated upon their leadership in smoothing the way through the final negotiations to this merger which has been a subject for discussion for many years.

Aside from the obvious duplication of effort to maintain two exhibitor organizations, there was always the fact that each group represented only about half the exhibitors. When an issue or program was defined and action implemented by one group it was usually without the knowledge that the other group fully did or would support the same position. In contrast, a single organization will speak with much greater weight and confidence on industry matters.

I know that all of us in TESMA welcome the emergence of the new National Association of Theatre Owners and the promise that this organization holds for strengthening of the exhibitors' position through unified action. With a single exhibitor organization I am sure there will be increased opportunities and greater areas for cooperation between NATO and TESMA for the benefit of both groups and the industry in general.

One such area is in the matter of conventions and trade shows. The combining of all exhibitor groups into one get together can only result in a larger and more successful educational meeting for all parties. Theatre equipment and supply manufacturers formerly had to decide whether to exhibit their wares at two separate meetings or to concentrate on one and bypass the other. Many manufacturers and suppliers couldn't justify the expense of exhibiting to only half an industry group and therefore didn't exhibit at all.

In recent years TESMA has generally alternated between the Allied and TOA convention trade shows, while NAC has remained with the TOA meetings. However, a really successful motion picture theatre trade show needs both concessions and supplies and theatre equipment and supplies, and it would seem that a fresh start could be made with this new exhibitor organization for regularly scheduled gigantic educational trade shows on a joint effort basis.

Another area of improved cooperation will most likely develop in connection with TESMA's Theatre Advisory Committee activities. This project of TESMA contemplates providing exhibitors, architects, projectionists, and other industry segments with up-to-date data on new theatre construction statistics and equipment installation practices as an informative and educational service.

It is the TESMA intent to collect and compile this information by means of a questionnaire to be filled out by the various service organizations and manufacturers' representatives. Periodically the data will be published and distributed. Suggestions for improvement of the usefulness of this activity from the exhibitor group will be solicited as this project becomes established.

By Edward S. Redstone

President
National Association of Concessionaires

I DO NOT BELIEVE ANY OTHER HAPPENING IN the motion picture industry has stirred up as much excitement as the recently announced merger of the two national theatre organizations. In fact, I believe that the industry in general and the theatre segment in particular have been anxiously awaiting this development for many years and its final culmination is being greeted with great elation by all concerned.

E. REDSTONE

The forthcoming merger of TOA and Allied is a reflection of, and a tribute to, the intelligence and wisdom of American exhibition. The problems and complexities of our industry have continually multiplied with each passing year. Now, with one trade association, all of us may more effectively and more economically pursue the goals of all exhibition through the National Association of Theatre Owners.

At a time when the entire industry is faced with common problems of a national nature, it was only logical that the two national exhibitor groups should find it convenient and necessary to merge their manpower, strength and resources in the common interest. It will now make it unmistakably clear that when a single source speaks for all exhibition on matters concerning the industry it will be doing so with one strong voice.

As president of the National Association of Concessionaires, I welcome the future opportunities of staging one big Trade Show and Concession Industries Convention with the National Association of Theatre Owners.

70/35mm costs only 1½% more than 35mm.*

It could be the best 1½% you ever invested.

You *can* cut corners in building a theatre by ignoring Norelco 70mm. But a projection system that's obsolete before it is old is the most *expensive* system you can buy.

The big films are here to stay. In the future there will be even more of them. Without Norelco 70mm, today's "modern" theatre can quickly become outdated.

What about the cost of 70mm? In building a thousand seat house it costs only about 1½% more to install a Norelco AAII 70/35mm projection system. For that 1½% you get a system that brings out all the impact and brilliance of the wide screen. A system as up to date as tomorrow.

But that's not all. The Norelco AAII 70/35mm is engineered to take the day after day punishment required of it. Here's a projector *built* for 70mm—not modified as an afterthought.

And it takes only 4 minutes to switch over to a 35mm mechanism that's just as modern and reliable.

Let's face it. Ignoring 70mm won't make it go away. So don't sink your money in yesterday's projection system. Invest it in tomorrow's.

**On a $500,000 theatre investment . . .*

Norelco®
MOTION
PICTURE
EQUIPMENT
DIVISION

NORTH AMERICAN PHILIPS COMPANY, INC. · 100 EAST 42ND STREET, NEW YORK, N.Y. 10017

PRE-CONVENTION OPTIMISM FOUND

Record Turnout Expected At Los Angeles

THE EYES AND EARS OF THE industry will be riveted on Los Angeles from October 26th to October 30th this year, where delegates from the National Association of Concessionaires, Theatre Owners of America, and Theatre Equipment & Supply Manufacturers Association will convene for what promises to be the biggest event of its kind to date.

An unusually early sellout of exhibit space at the large Ambassador Hotel, site of this year's convention and trade show, was the first indication of a record turnout. Then, nearly two months before the convention's opening date, the Ambassador was booked solid.

The inducements to delegates are many, and additional excitement has been generated by the impending merger of the two national exhibitor organizations. The three organizations partaking in the Los Angeles meet are understandably stimulated by the continued resurgence of new theatre construction and remodellings. Each organization is also expecting a positive boost to its aims and programs after the Allied-TOA merger is accomplished.

As indicated in the statements appearing in this issue by the heads of these organizations, all anticipate great things in the future of the business. While much of the activity and conversation at Los Angeles will have to do with NATO—National Association of Theatre Owners, as the new national exhibitor body will be known—theatremen and concessionaires will find a solid lineup of activities awaiting them at this year's show.

TOA and NAC have spared no effort to pack the convention sessions with stimulating programs. Andrew S. Berwick, Jr., NAC program chairman, and his committee have, according to the NAC, provided such a diversified program that all concessionaires, regardless of their special areas of interest, will find something in the program of unusual interest in their individual field.

Studios To Fete Delegates

TOA expects the most significant attendance and programming yet at this 18th annual gathering, with the brightest social events program ever. With the convention being staged in the Hollywood area, delegates will find this year's program includes an exciting round of studio trips, inspection tours, and parties. Previews of forthcoming product from the majors, trips to theatres and concessions operations, field trips for the ladies, and other activities indicate this will be one show you won't want to miss.

During the convention, the officers and directors of NAC, TESMA, and TOA will hold their annual meetings. On Oct. 26, the NAC directors will meet; on Oct. 27, the TOA board of directors and advisory board will meet; and TESMA's directors will meet on Oct. 27 and 29. Officers and directors of NAC and TESMA will be elected, while pending official announcement from both Allied and TOA, we would venture the guess that present officers and directors of the exhibitor organizations would continue to serve until the merger is effected.

Delegates will find a chance to meet those from other areas in the industry at many of the joint sessions and social affairs scheduled. In particular, the trade show and exhibit will bring together film men, exhibitors, equipment manufacturers and suppliers, and concessionaires. As mentioned, the early sellout of the show indicated interest was keen on the part of manufacturers and suppliers. This year's show will spotlight a variety of new equipment being shown to the trade for the first time.

New Trade Show Faces

Several significant pieces of projection equipment are scheduled to be unwrapped at the show; new vendors introduced this year will be offered; a new line of theatre chairs is being shown for the first time; and much concessions equipment yet to be seen at an industry show will be on the floor. Along with the NAC's policy of recruiting membership from all areas of the amusement and recreation business, many new firms have been added to last year's roster of exhibitors.

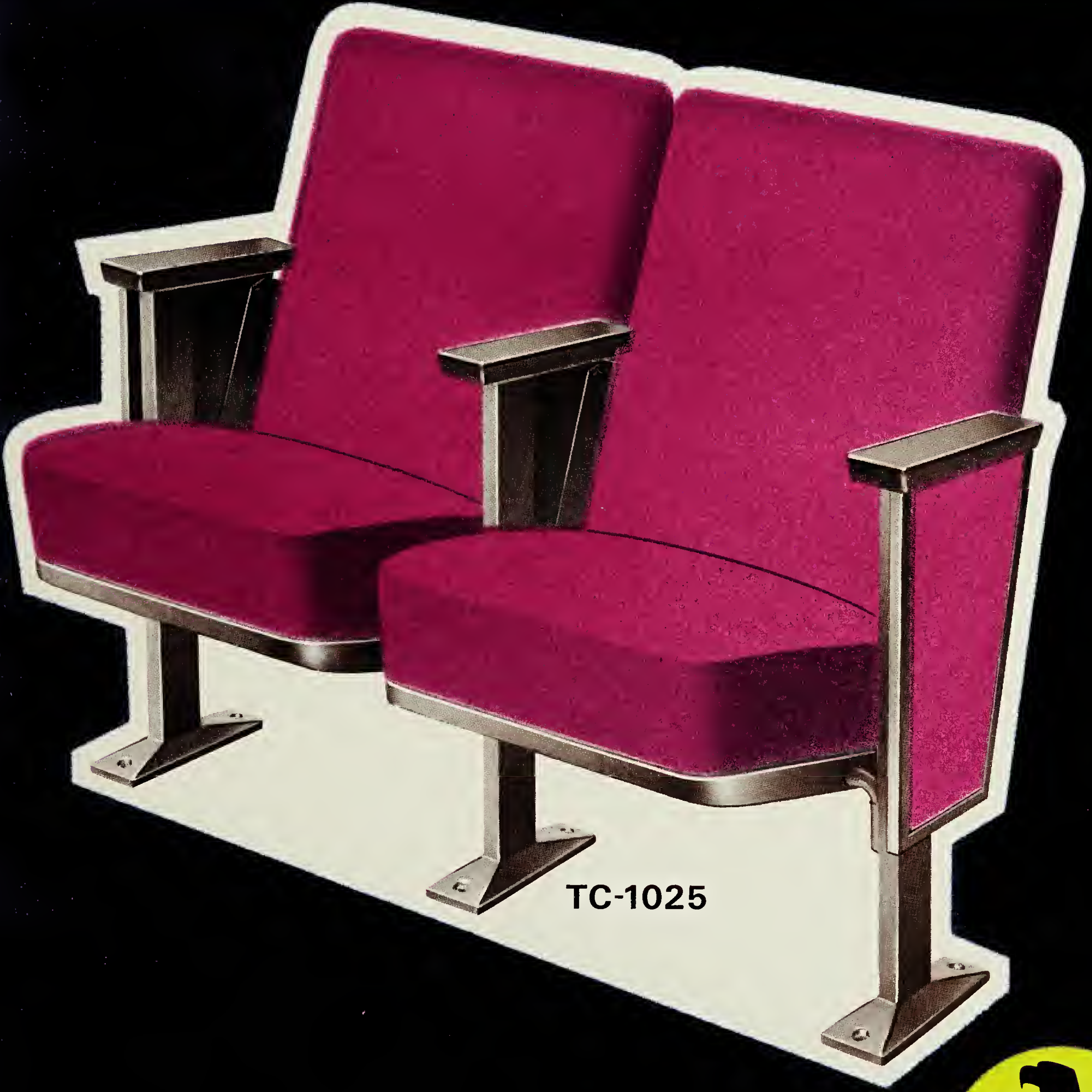
On Wednesday, Oct. 27, the NAC program is repeating the successful "What's New In The Marketplace?" Trade show exhibitors will describe many new items, pieces of equipment, and new services to delegates. Buyers will also find the wealth of sales information available at the trade show booths invaluable. Key personnel from exhibiting firms will again be on hand to answer questions on their company's products, and to chat informally with convention delegates.

"Designing The Snack Bar" will be the subject of a session on Oct. 28, with Al Lapidus, L & L Concession Co., Los Angeles, as chairman. Richard Rubio, Elster's, Hollywood, will be principal speaker, and is expected to relate stand design, color, and other characteristics to the effective sale of snack items. Included, according to NAC, will be discussion on how to design a snack bar, with visual aids to illustrate typical de-

(*Continued on Page PE-16*)

HEYWOOD

Comfort-Engineered Theatre Seating



HEYWOOD-WAKEFIELD

EST. 1826

Heywood-Wakefield "Comfort-Engineered" chairs have been used successfully both in new theatres and for modernization of old. All views shown are of actual Heywood-Wakefield installations.

DURKEE
UNITED ARTISTS
Martin
Paramount
LOEW'S
Rugoff
Kohlberg
BROUMAS
TRANSLUX
Pitts
Nace
Prudential
Schwaber
FRUCHTMAN
NASSER
ALLIANCE
LIPPERT
B.S. MOSS
Schine

Luxurious comfort and pleasing appearance are combined in the new 1000 Series Heywood-Wakefield theatre chairs. This fresh look in theatre styling is achieved by aisle-end standards of unique, flexible design. Each has a panel into which inserts of various materials and colors may be placed. Panels may be of fabric, wood, ceramic, plastic, metal . . . any material, any color . . . may blend or contrast with theatre decor.

Maximum Heywood-Wakefield comfort is assured by coil spring seats and padded or coil spring backs.
For other options and full details, consult Sweet's Catalog (Section 36d/He) or write Heywood-Wakefield Company, Menominee, Michigan.

HEYWOOD-WAKEFIELD
H·W
EST. 1826

Who's Who—

Where The Companies Will Be

and What They Will be Exhibiting

At The Tradeshow

The following is a detailed list of companies exhibiting in the Ambassador Hotel, Los Angeles, for the coming NAC-TOA, TESMA Trade Show and Convention. The data is as accurate as possible at press time, and should enable visitors to locate exhibits with ease.

ADLER SILHOUETTE LETTER CO.—Booth number 90. Representing Adler: Ben H. Adler, president; Dick Strauss, vice-president; and Dick Mills, sales. Exhibiting Adler stainless steel frames with Adlerite High Impact backgrounds; Clear and Two-Tone "Snap Lok" letters for marquee.

AMERICAN MACHINE & FOUNDRY, FOOD SERVICE DIV.—Booth number 41. Representing AMF: S. L. Feldman, general sales manager and Rudy Manzo, sales representative. Exhibiting AMF model CD-35 single beverage dispensers, CD-35 twin dispensers, and Aquapure water filters for the concessions operation.

AMERICAN SEATING CO.—Booths number 100 to 102. Representing American: John C. Dexter. Exhibiting the company's complete line of theatre seating.

C. S. ASHCRAFT MFG. CO.—Booths number 104-105. Representing Ashcraft: Clarence Ashcraft. Exhibiting Core-Lite and Super Core-Lite projection lamps and allied equipment for the booth.

AUTOMATIC MARKETING INDUSTRIES, INC.—Booth number 120. Representing Automatic: Sid Rudin, Dan Kelley, and Bill Nail. Exhibiting Model 10:AM coffee brewer; Model 11:AM hot drink maker for coffee, hot whipped chocolate, hot and iced tea, and Model 10 SU stainless coffee warmer.

BALLANTYNE INSTRUMENTS & ELECTRONICS, INC.—Booths number 118-119. Representing Ballantyne: E. J. Nelson, vice-president; R. L. Johnson; and William Gedris, Sr. Exhibiting Norelco projectors, Ideal theatre seating, Ballantyne transistorized sound equipment, including a new 50 watt transistorized power amplifier.

BALLY CASE & COOLER CO.—Booth number 57. Representing Bally: Leon Prince, general sales manager; Clyde Mattox and Robert de Brauwere, representatives. Exhibiting Bally Models TIU-30 and TIU-43 self service ice cream display cases for the theatre.

MORE EXHIBIT INFORMATION
(*Page* PE-14)

NAC-TESMA

1965 CONVENTION PROGRAM

Tuesday, Oct. 26th

10:00 am NAC BOARD MEETING

Wednesday, Oct. 27th

9:30 am "WHAT'S NEW IN THE MARKETPLACE?"
(Presenting the latest concession equipment, products, and services being introduced)

10:00 am TESMA DIRECTORS MEETING
Oval "A" Room, Ambassador

12 noon GRAND OPENING OF TRADE SHOW
Ribbon Cutting Ceremonies. Demonstrations, New equipment previews and fun for all until 6:00 p.m.

6:30 pm RECEPTION
Ambassador Sun Club—J. Meyer Schine, Host

Thursday, Oct. 28th

9:30 am "DESIGNING THE SNACK BAR"
A step by step presentation on the "do's and don'ts" of theatre snack bar design

10:00 am TESMA ANNUAL MEMBERSHIP MEETING
Grove Lounge, Ambassador

12:15 pm NAC MEMBERSHIP LUNCHEON AND BUSINESS MEETING
Election of officers will take place

2:00 pm VISIT THE TRADE SHOW
Trade show activities until 4:30 pm

4:30 pm DEPART FOR UNIVERSAL CITY
Tour of Universal's giant lot will include party for delegates

Friday, Oct. 29th

8:00 am BUS TOUR
Concessionaires will make a field trip and inspection of outstanding area installations and lunch at Disneyland

10:00 am TESMA DIRECTORS MEETING
Oval "A" Room, Ambassador

2:00 pm VISIT THE TRADE SHOW
Trade show activities until 6:00 pm

Evening JOSEPH E. LEVINE—PARAMOUNT PICTURES EVENING PARTY

Saturday, Oct. 20th

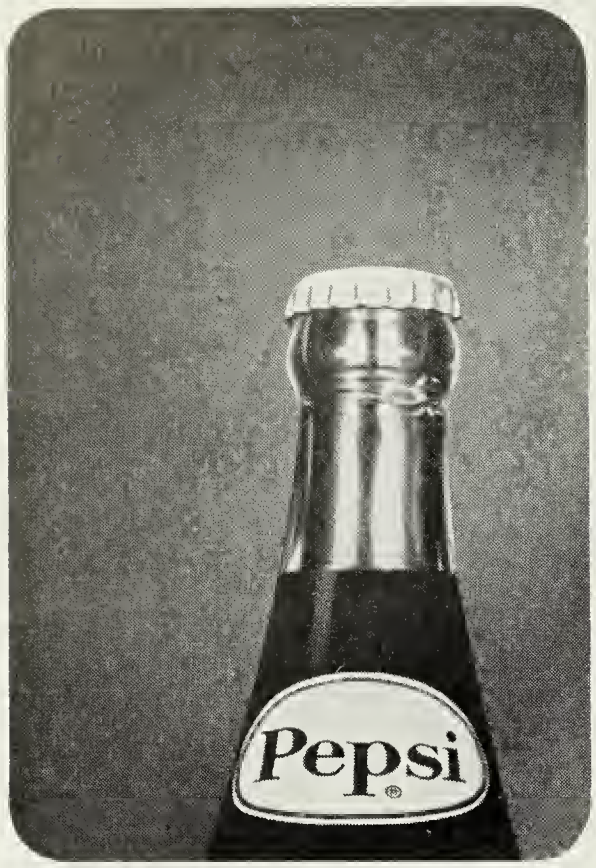
9:30 am EMPLOYMENT MANAGEMENT
Seminar on all aspects of employee management, including how to set up personnel training programs

12:15 pm LUNCHEON
Cocoanut Grove—National Screen Service, Host

2:00 pm VISIT THE TRADE SHOW
Trade show activities until final closing at 5:00 pm

6:30 pm RECEPTION
Host—Carbon Products Div., Union Carbide Corp.

8:00 pm PRESIDENT'S BANQUET
Hollywood Palladium (Black Tie)—Host, The Coca-Cola Co.



PEPSI-COLA
FOUNTAIN
SYRUP

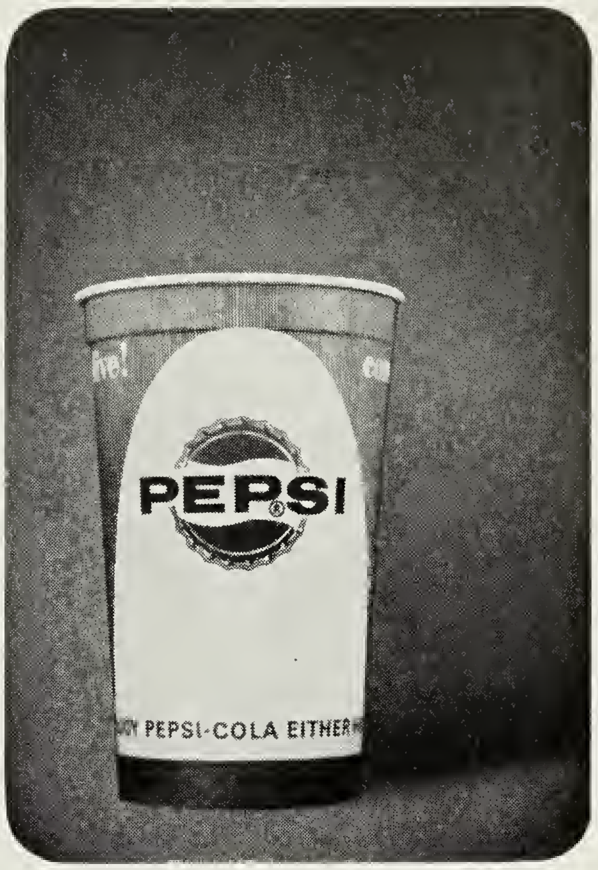
Pepsi supplies everything...

PEPSI-COLA not only has the smartest, most modern equipment in the business, but our advertising makes it pay off for you by sending you the customers! And this year Pepsi-Cola advertising is the most complete, most exciting the soft-drink business has ever seen!

When it comes to service, the competition can't touch Pepsi. For good reason. One man—your local Pepsi Bottler—takes care of all your needs. He sells you the equipment, installs it, services it, supplies it. All your problems vanish. Call your local Pepsi-Cola Bottler today.

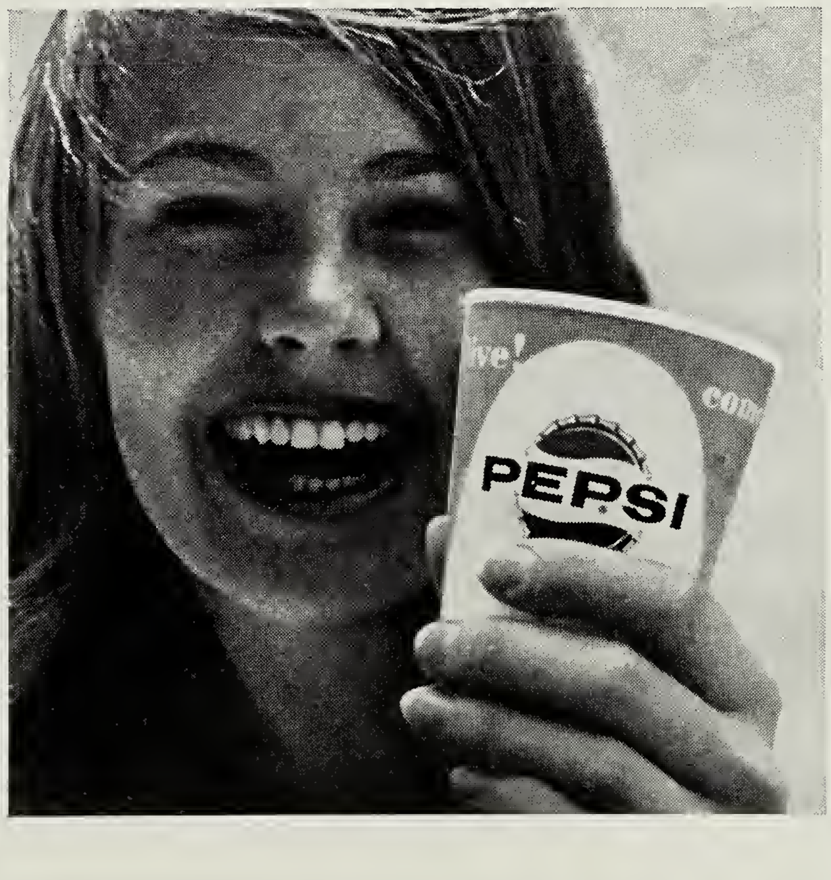
"PEPSI-COLA" AND "PEPSI" ARE TRADEMARKS OF PEPSI-COLA COMPANY, REG. U.S. PAT. OFF. © 1965, PEPSI-COLA COMPANY

PEPSI
PEPSI-COLA


PEPSI
PEPSI-COLA EITHER

the product, local service,

even the customers!



come alive!
You're in the Pepsi generation!

PEPSI-COLA

(Continued)

BEECH-NUT LIFE SAVERS, INC.—Booth number 69. Reperesenting Beech-Nut: Edward A. Murach, national vending manager; Gilbert R. Plugge, marketing manager, confections. Exhibiting the company's new hard candy assortment in a roll-type package for the concessions stand. Fancy Fruits riser cards, shelf talkers, counter trays and other merchandising materials for the line will be shown.

BONOMO CANDY DIV., GOLD MEDAL CANDY CO.—Booth number 37. Representing Bonomo: Hy Becker.

CASTLEBERRY'S FOOD CO.—Booth number 10. Representing Castleberry's: John D. Reynolds, vice-president, sales; Douglas Rabun, sales promotion manager; and Don D. Nunamaker, district sales manager. Exhibiting Pit-Cooked Barbecue, hot dog chili and other canned meats and table sauces for concessionaires.

CENTURY PROJECTOR CORP.—Booth number 107. Representing Century: Larry Davee, president. Exhibiting Century's 35/70mm motion picture projectors and sound equipment. Company will unveil a new piece of booth equipment at the trade show.

TOA Advance Program

Wednesday, Oct. 27th

10:00 am BOARD OF DIRECTORS AND ADVISORY BOARD MEETING
Colonial Room
6:30 pm RECEPTION, AMBASSADOR SUN CLUB
J. Myer Schine, Host

Thursday, Oct. 28th

10:00 am OFFICIAL OPENING OF CONVENTION . . .
Embassy Ballroom. Luncheon . . . Cocoanut Grove. American International Pictures, Host
2:00 pm to
4:30 pm TRADE SHOW
4:15 pm Departure for Universal City. Studio Tour and Party

Friday, Oct. 29th

8:00 am PRODUCT ON PARADE
Embassy Room
12:15 pm LUNCHEON
Cocoanut Grove. Member Companies of Motion Picture Association of America, Hosts
2:00 pm to
6:00 pm TRADE SHOW
7:00 pm JOSEPH E. LEVINE—PARAMOUNT PICTURES STUDIO PARTY

Saturday, Oct. 30th

8:00 am BREAKFAST WORKSHOP
Cocoanut Grove. Motion Picture Alexander Corp., Host
8:30 am "LEADERS OF TOMORROW"
10:30 am LEGAL FORUM. . . . Embassy Room
12:15 pm LUNCHEON . . . Cocoanut Grove. National Screen Service, Host
2:00 pm to
5:00 pm TRADE SHOW
6:30 pm RECEPTION . . . Moulin Rouge. Carbon Products Division, Union Carbide Corp., Host
8:00 pm PRESIDENT'S BANQUET . . . Hollywood Palladium. (Black Tie) Coca-Cola Co., Host

SPECIAL LADIES PROGRAM

Thursday, Oct. 28th

3:00 pm SPECIAL TOURS TO UNIVERSAL CITY

Friday, Oct. 29th

9:30 am BREAKFAST & FASHION SHOW
Cocoanut Grove
1:00 pm HOLLYWOOD AND LOS ANGELES TOURS

CERTIFIED LABORATORIES.—Booth number 28. Representing Certified: Harry Lane.

THE COCA-COLA CO.—Booths number 71 through 76. Representing Coca-Cola: George Callard, vice-president; Harvey W. Westfall, Hal Gibson, Wilson Franklin, and Mike Garone. Exhibiting Coco-Cola's fountain syrups, dispensing equipment and merchandising materials. The company is sponsoring the concluding banquet, to be held in the Hollywood Palladium.

COFFEE-MAT CORP.—Booths number 44-45. Representing Coffee-Mat: E. F. Stanton, Jr.; and E. F. Stanton, Sr. Exhibiting the company's Model SSC-600 Royal Standard single cup coffee & hot chocolate vendor, and Model DSC-600 Imperial DeLuxe line for single cup coffee, hot chocolate, tea or soups.

CORNNUTS, INC.—Booth number 3. Representing Cornnuts: Thomas E. Ross, vice-president, sales; and Ted Stensig, sales manager. Exhibiting "Magic" corn seed (samples of which will be distributed) using Cuzco corn from Andean Mountains.

CRETORS & CO.—Booth number 49. Representing Cretors: H. E. Chrisman.

CRUSH INTERNATIONAL, INC.—Booth number 12. Reperesenting Crush: D. W. Stevenson. Exhibiting the company's line of drinks and allied equipment.

CURTISS CANDY CO.—Booth number 43. Representing Curtiss: Ray Hansen.

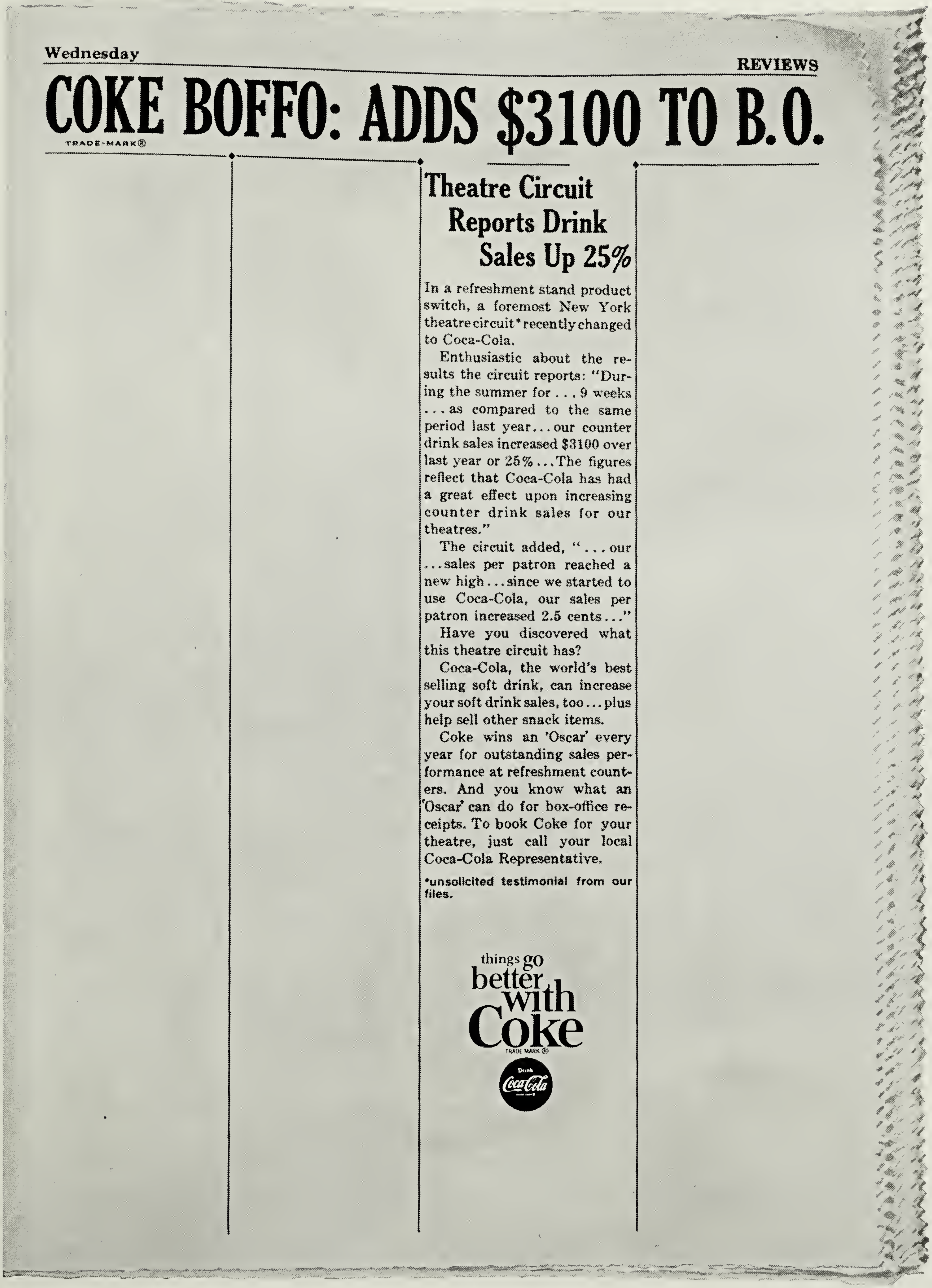
DIVERSIFIED PLASTICS, INC.—Booth number 125. Representing Diversified: L. S. Long.

DREW FOODS CORP.—Booth number 121. Representing Drew: R. L. Wear, vice-president and director of sales; F. R. Payne, institutional sales manager; and C. E. Hebert, district manager. Exhibiting: Drew's Tastee Pop seasoning, Cobee Pop seasoning, Gold-N-Sweet cooking oil, and Betr-Fry shortening. Company will be popping corn with new Tastee Pop portion controlled seasoning.

DR. PEPPER CO.—Booths number 7 & 8. Representing Dr. Pepper: Paul Morlas, western regional manager; Jerry Tripod, midwestern regional managers; Whitey Bowen, south regional manager; Bill Rautenberg, national accounts manager; Bill Hughes, sales manager. Exhibiting fountain syrups and allied equipment.

MORE EXHIBIT INFORMATION
(Page PE-20)

"COCA-COLA" AND "COKE" ARE REGISTERED TRADE-MARKS WHICH IDENTIFY ONLY THE PRODUCT OF THE COCA-COLA COMPANY.



Wednesday

REVIEWS

COKE BOFFO: ADDS $3100 TO B.O.

TRADE-MARK®

Theatre Circuit Reports Drink Sales Up 25%

In a refreshment stand product switch, a foremost New York theatre circuit* recently changed to Coca-Cola.

Enthusiastic about the results the circuit reports: "During the summer for . . . 9 weeks . . . as compared to the same period last year . . . our counter drink sales increased $3100 over last year or 25% . . . The figures reflect that Coca-Cola has had a great effect upon increasing counter drink sales for our theatres."

The circuit added, " . . . our . . . sales per patron reached a new high . . . since we started to use Coca-Cola, our sales per patron increased 2.5 cents . . ."

Have you discovered what this theatre circuit has?

Coca-Cola, the world's best selling soft drink, can increase your soft drink sales, too . . . plus help sell other snack items.

Coke wins an 'Oscar' every year for outstanding sales performance at refreshment counters. And you know what an 'Oscar' can do for box-office receipts. To book Coke for your theatre, just call your local Coca-Cola Representative.

*unsolicited testimonial from our files.

things go better with Coke

TRADE MARK ®

Drink Coca-Cola

Record Turnout

(*Continued from page* PE-8)

signs and the reasoning behind approved stand layout. A specially prepared handbook entitled "Dos and Don'ts" of snack bar design will be distributed at the session.

One of the tours on the program will take delegates to area refreshment facilities. Stan Lefcourt, Pacific Drive-In Theatres, Los Angeles, is scheduled to head the tour. It will include a visit to Disneyland, where delegates will lunch and inspect food concessions operations at the park.

A comprehensive program on Oct. 3 will treat all aspects of "Employee Management." John W. Dunn member of the faculty of the Hotel and Restaurant Department of the City College of San Francisco, will conduct this portion of the program. A handbook covering how to set up an employee training program will be distributed.

TOA members will find their schedule permits ample time to visit the trade show area. Following the TOA board meeting in the Colonial room at 10 a.m., Oct. 27, members may visit the booth area from noon until 6 p.m. That evening, J. Meyer Schine will host a reception for delegates in the Ambassador's Sun Club, starting 6:30 p.m.

TOA's roster of speakers for the convention promises some stimulating sessions also. Sherrill C. Corwin, convention chairman, will make the important keynote address on Oct. 28 in the Embassy Ballroom at 10 a.m. Among the speakers for the opening session are George Sidney, president of the Screen Directors Guild; Louis Edelman, president of the Screen Producers Guild; and Martin Rackin, producer. American International Pictures, whose convention programs in past years have been among the highlights of the meetings, will again host delegates at a luncheon to be held at the Cocoanut Grove at 12:15 following the opening meeting. Irving H. Levin, executive vice-president of National General Corp., will be toastmaster for the luncheon. Speakers will include John Wood, president of the Cinematograph Exhibitors Association of Great Britain and Ireland, and James Carreras, international chief barker of Variety Clubs International.

In the late afternoon and evening, Universal City Studios giant lot will be the scene of convention activities as delegates are given the red carpet treatment, to include a tour of the sprawling film city, a cocktail reception, and dinner dance. Universal Pictures stars, producers, directors, and executives and wives are to be on hand for the fun. Universal's president, Milton R. Rackmil, will host the event.

Product will be the theme of TOA's Friday, Oct. 29 sessions. Starting at 8 a.m., exhibitors will have the opportunity

(*Continued on page* PE-22)

L.A. Inspection Tour

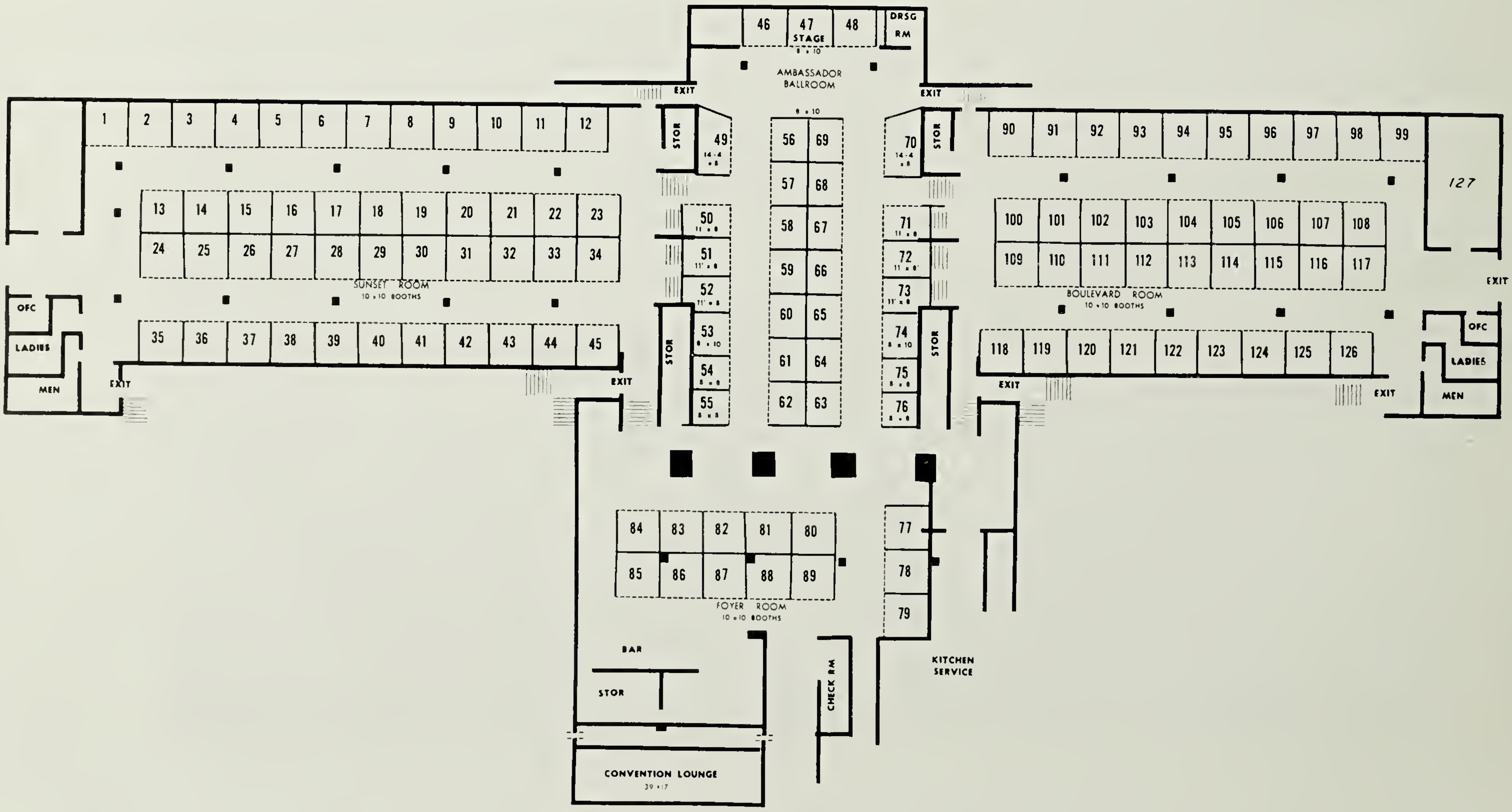
LOS ANGELES—Delegates attending the convention of the National Association of Concessionaires here on Oct. 26-30, will be able to take advantage of a unique tour that will include visits to several Los Angeles area amusement centers to inspect their refreshment concession facilities, it was announced by Andrew S. Berwick, Jr., NAC convention program chairman.

The tour, which has been arranged by Stanley R. Lefcourt, Pacific Drive-In Theatres Corporation, Los Angeles, and a member of the NAC convention program committee, will be held Friday, Oct. 29.

Chartered buses, leaving the Ambassador Hotel, will take the visiting concessionaires to the Los Angeles Sports Arena, La Habra Drive-In Theatre, and Disneyland for a "look-see" at their concession operations.

While at Disneyland, the touring concessionaires will lunch at the Golden Horse Shoe Saloon in the Frontierland area, compliments of the Pepsi-Cola Company. They will return by the same buses to the Ambassador.

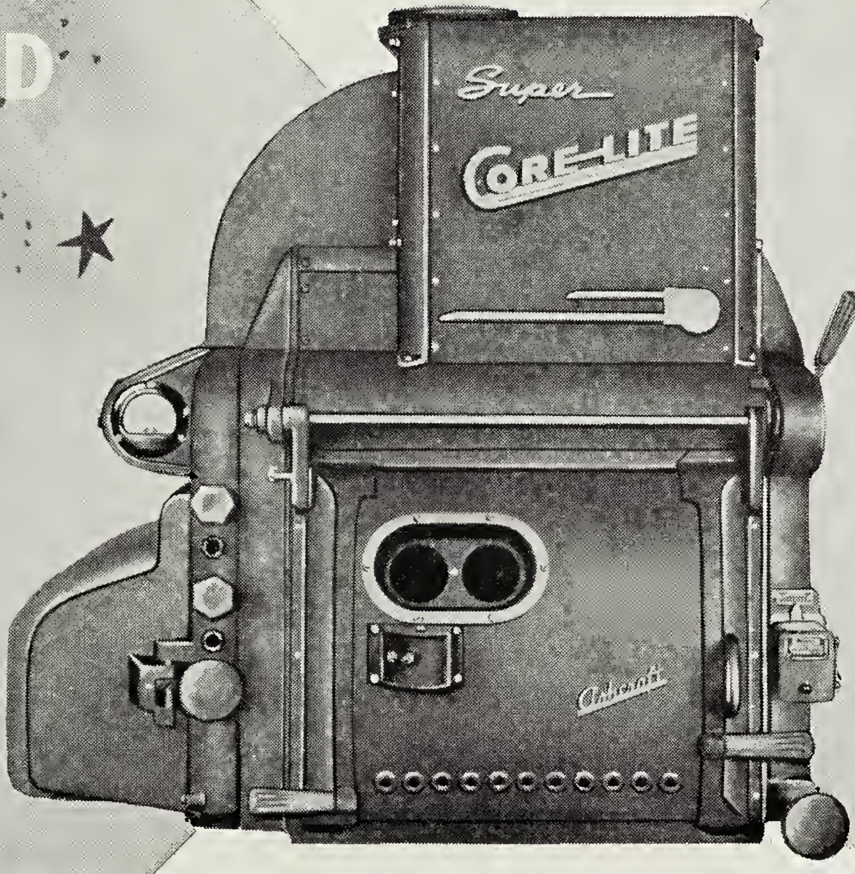
MOTION PICTURE THEATRE, EQUIPMENT & CONCESSIONS INDUSTRIES TRADE SHOW BOOTH LAYOUT & IDENTIFICATION


46 47 48
STAGE
DRSG RM
AMBASSADOR BALLROOM
EXIT
1 2 3 4 5 6 7 8 9 10 11 12
13 14 15 16 17 18 19 20 21 22 23
24 25 26 27 28 29 30 31 32 33 34
SUNSET ROOM
10 x 10 BOOTHS
35 36 37 38 39 40 41 42 43 44 45
OFC
LADIES
MEN
STOR
49 50 51 52 53 54 55
56 57 58 59 60 61 62 63 64 65 66 67 68 69
70 71 72 73 74 75 76
90 91 92 93 94 95 96 97 98 99
127
100 101 102 103 104 105 106 107 108
109 110 111 112 113 114 115 116 117
BOULEVARD ROOM
10 x 10 BOOTHS
118 119 120 121 122 123 124 125 126
84 83 82 81 80
85 86 87 88 89
FOYER ROOM
10 x 10 BOOTHS
77 78 79
BAR
CHECK RM
KITCHEN SERVICE
CONVENTION LOUNGE

The Ashcraft SUPER CORE-LITE®
PROJECTION LAMP
35/70

UNEQUALLED for LARGEST INDOOR THEATRES

UNEQUALLED for LARGEST DRIVE-IN THEATRES



OPTICALLY AND MECHANICALLY PERFECTED TO PROJECT THE MOST BRILLIANT PICTURE POSSIBLE!

Now available with . . . New Core-lite Front Surface Coated Cold Reflector with a 2 Year Warranty.

® Registered Trade Mark

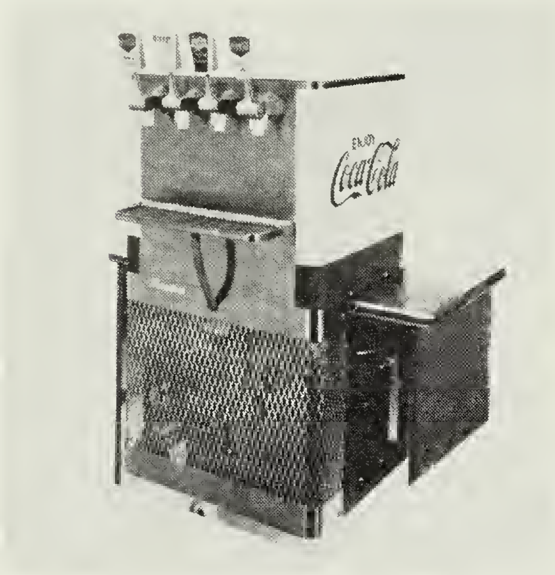
SOLD EVERYWHERE IN THE UNITED STATES BY LEADING AUTHORIZED THEATRE SUPPLY DEALERS

C. S. ASHCRAFT MANUFACTURING CO., INC.
36-32 THIRTY-EIGHTH STREET, LONG ISLAND CITY, NEW YORK

What To See . . .

IRWIN SEATING CO.—New model IAC-400 Theatre Chair. Incorporates open, modern design to enhance architectural mood of today's theatres. Available with thick spring back and molded latex seat cushions for the utmost in comfort. Custom standards available. Booth 97.

IFECO — Mix-N-Serv malt-shake dispenser plugs into 110 volt outlet. Uses tempered ice milk or ice cream. Malts or shakes can be drawn ahead of rush, stored for up to two hours. Makes slush and ice freeze drinks too. Makes 440 shakes per hour. Booth 42.

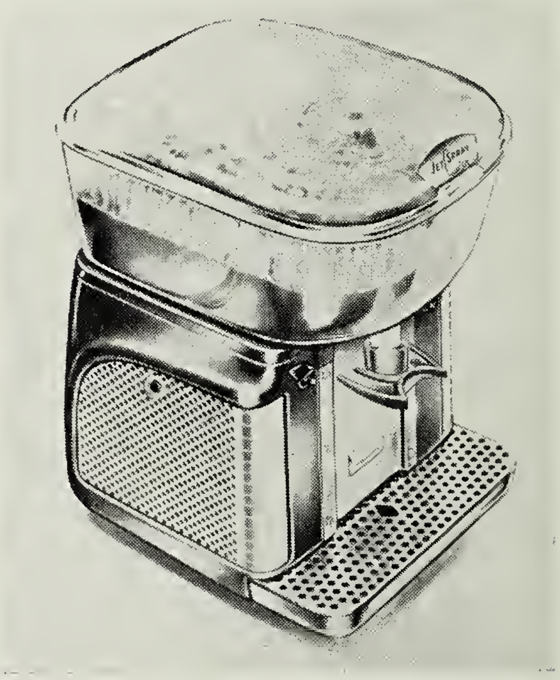


SELMIX DISPENSERS—Four drink, mechanically refrigerated dispensers (models Sextet and Triton) will be shown, together with gravity type dispensing equipment. Booth 29.

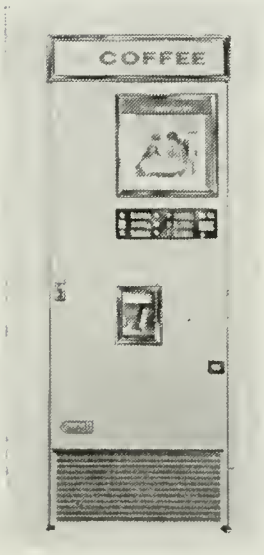
FEDERAL MACHINE CORP.—Cup drop popcorn machine will be shown with eye level warmer compartment for visual stimulation of sales. Coffee machines, canned drink machines will also be on display at the Federal booth. Booth 30.

COLD
Drinks

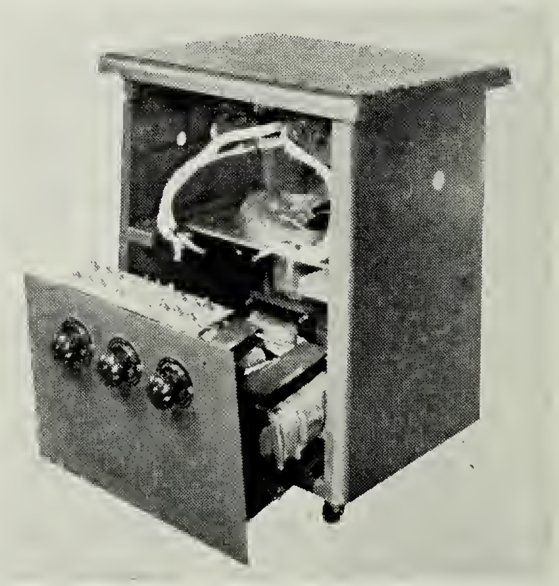
NATIONAL VENDORS—Cold drink vendor, Model CDM, provides good looking merchandiser for theatre lobbies. Four soft drink flavor selections; crushed ice unit has "No Ice" button for customers preferring iceless drinks. Optional equipment includes eight gallon capacity for #1 flavor, six selections and special changer. Booth 31.



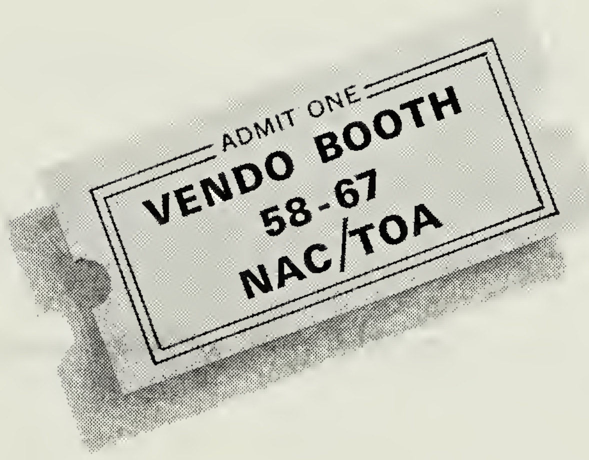
JET SPRAY CORP. — High capacity mixer-dispenser provides high traffic outlets with fast, mechanically refrigerated cooler, dispenser. Popular JS-6, plus newly introduced eight gallon capacity coolers will be on display, with other models. Booth 56.



COFFEE-MAT — Imperial DeLuxe Model uses dry ingredients, dispenses coffee six ways plus whipped chocolate and soup or tea. Special swing out chassis brings all canisters forward for service. 600 cup capacity. Booths 44-45.



STRONG ELECTRIC CORP. — Shown are #6400 Blown Arc Lamp and new Bi-Powr Rectifier. Silicon stack transformer rectifier serves as a power supply for two projection arc lamps. Jetarc lamp burns at 140 to 160 amperes maximum, with rotating 7/16" negative carbon. Big 21 in. cold type mirror handles the peak 65,000 lumens output of powerful companion to Strong's Futuras for normal theatres. Booths 92-93.



Best seat in the house

Here's the ticket for the biggest, brightest show at NAC/TOA, Ambassador Hotel, Los Angeles, Oct. 27-30. It's the Vendo Exhibit. Booth: 58-67. You'll see how Vendo Beverage, Confection and Cigarette Merchandisers fit your decor. Give better service. Produce more profits.

Vendo®
THE VENDO COMPANY
service
quality
integrity

WORLD HEADQUARTERS: 7400 East 12th Street, Kansas City, Missouri 64126
Offices: Atlanta, Chicago, Cleveland, Dallas, Los Angeles, New York, Toronto, Canada

EXHIBITING FIRMS •

(Continued)

DRIVE-IN THEATRE MFG. CO.—Booth number 111. Representing Ditmco: F. W. Keilhack. Exhibiting drive-in sound equipment.

ENCYCLOPAEDIA BRITANNICA, INC.—Booth number 9. Representing the firm: John A. Kelty.

FEDERAL MACHINE CORP.—Booth number 30. Representing Federal: F. A. Wittern, president; Darryel M. Cherry, sales manager. Exhibiting Cup Drop popcorn machines, canned drink machines, Model G coffee machines, and candy and cigarette vendors for the theatre.

JOHN P. FILBERT CO.—Booth number 108. Representing Filbert: S. L. Kontos. Exhibiting the supply dealer company's line of equipment for the theatre.

FLAVO-RITE FOODS, INC.—Booth number 18. Representing Flavo: Larry Blumenthal. The company's line of shrimp rolls and other hot specialty items will be shown.

GENERAL REGISTER CO. DIV. OF UNIVERSAL CONTROLS, INC.—Booth number 103. Representing General Register: Wallace B. Martin. Exhibiting the company's line of ticket issuing equipment for the boxoffice and cash control devices for theatres.

The *NEW* TECHNIKOTE

"JET WHITE SCREEN"

A SPECIAL COATING uniformly scatters incident light regardless of incidence angle and provides an easily cleaned appearing surface with substantially less gloss than conventional flat finishes.

WILL STAY WHITER LONGER!

WILL GIVE BETTER CLARITY AND COLOR RENDITION!

— and —

XR-171 SCREEN

. . . The anti-static pearlescent screen that excels for both 35mm and 70mm.

Years of research, testing and development have brought Technikote Screens to a state of perfection which will meet the most exacting projection requirements.

Technikote Screens are seamless in construction, have perfect uniformity of surface and will give the finest results for all systems of projection . . . and are unconditionally guaranteed.

Available from your authorized Theatre Equipment Supply Dealer:

TECHNIKOTE CORP.

63 Seabring St., Brooklyn, N. Y. 11231

GOLD MEDAL PRODUCTS CO.—Booths number 13-14. Representing Gold Medal: J. C. Evans. Exhibiting concessions items for the theatre.

GOLDENBERG CANDY CO.—Booth number 37. Representing the company: Carl Goldenberg.

GRIGGS EQUIPMENT CO.—Booth number 116-117. Representing Griggs: Frank Butler. Exhibiting the company's line of theatre seating.

HENRY HEIDE, INC.—Booth number 32. Representing Heide: Eugene S. Sullivan.

HEYWOOD-WAKEFIELD CO., PUBLIC SEATING DIV.—Booths number 109-110. Representing Heywood: Gary Franz, sales manager of the company's public seating division; Robert Riedel, regional sales engineer; and C. H. Rukus, manager, theatre seating division. Also in attendance will be representatives of the B. F. Shearer Co., area distributors for Heywood-Wakefield theatre chairs.

INSTITUTIONAL FOOD EQUIPMENT CORP.—Booth number 42. Representing IFECO: Dr. S. J. Tamkin, president; John Keoshian, national sales manager; and Mason Hoosper, factory representative. Exhibiting the firm's Mix-N-Serve malt and shake dispensers, and Char-Glo broilers and griddles for the concession operation.

IRWIN SEATING CO.—Booth number 97. Representing Irwin: Graham Rankin, district sales manager. Exhibiting the company's new IAC-400 theatre chair, available with thick spring back and molded seat cushions. Custom design features of the new line will be explained at the booth.

JET SPRAY CORP.—Booth number 56. Representing Jet Spray: Richard C. Jacobs, vice-president; J. C. Hartung, general sales manger; and Carl Chenchick, western sales & service manager. Exhibiting Jet Spray's model JS-6 cooler, model TJ-3 cooler, the CJ-1 Jet-Carbo-Spray, the eight-gallon EJ-1 cooler, and Jet-Stir model JR-1. Company will hold open house at their hospitality suite.

LILY-TULIP CUP CORP.—Booths number 22-23. Representing Lily: Wm. H. Seidy. Exhibiting the company's line of food and drink containers.

MANLEY, INC.—Booth number 11. Representing the firm: Charles G. Manley.

MASON CANDIES—Booth number 5. Representing Mason: George Rausch. Exhibiting confection items.

(Continued on opposite page)

What To See . . .

Fancy Fruits
LIFE SAVERS
LIFE SAVERS
new! fancy fruits

BEECH-NUT LIFE SAVERS—Introducing the "first" candy assortment with unusual fruit flavors called Fancy Fruits. Called a new concept in confections, with four distinctive fruit tastes: apple, pear, black raspberry, and pink grapefruit. Single roll package. Booth 69.

AUTOMATIC MARKETING INDUSTRIES—Model 10:A.M. automatic coffee brewer uses pre-packed filter paper bag with controlled portion of grounds. Up to 12 cups of gravity drip brewed coffee in approximately four minutes. Toss away filter bags. Booth 120.

CHOCOLATE WAFERS
ROCKWOOD
MILK CHOCOLATE

SWEETS COMPANY OF AMERICA — Rockwood chocolate wafers, Tootsie Rolls and other confections will be displayed at the company's exhibit, together with new Poly Bags of Tootsie Roll Midgees. Booth 35.

TESMA To Name Directors

LOS ANGELES—Theatre Equipment and Supply Manufacturers Association (TESMA) will elect four new directors to serve three years each at its convention and trade show in Los Angeles Oct. 27-30. Four new directors are elected to serve three years at each annual meeting of the association.

Officers are Arthur Hatch, Strong Electric Company, TESMA president; Richard F. Kneisley, Kneisley Electric Company, TESMA vice-president; and Merlin Lewis, executive secretary and treasurer. The officers continue in office until the 1966 annual meeting.

TESMA has announced three meetings of its directors and membership as follows:

Directors' meetings, Wednesday and Friday, Oct. 27 and Oct. 29, each meeting to be held at 10 a.m. in the Oval "A" Room, Ambassador Hotel.

The TESMA annual membership meeting will be held Thursday, Oct. 28, at 10 a.m. in the Grove Lounge, Ambassador Hotel.

Names of the four new directors, elected by the membership, will be announced at the first directors' meeting and at the annual membership meeting.

MIRACLE EQUIPMENT CO.—Booths number 113-114-115. Representing Miracle: Claude W. Ahrens. Exhibiting the company's line of, play equipment for the drive-in theatre.

MOHR INDUSTRIES—Booth number 68. Representing Mohr: Harold Teich.

NATIONAL THEATRE SUPPLY CO.—Booths number 94, 95, & 96. Representing NTS: W. J. Turnbull, president; J. W. Servies, executive vice-president; R. L. Bostick, J. E. Curie, L. C. Owenby, and A F. Baldwin, vice-presidents. Exhibiting Simplex XL 35/70mm projectors, Ashcraft arc lamps, Strong arc lamps, Alexander Smith carpet, American Seating Co. chairs, Simplex In-A-Car speakers, Eprad Car-Chek D-1 admission system, Bevelite sign letters, and General Register Ticket Control systems.

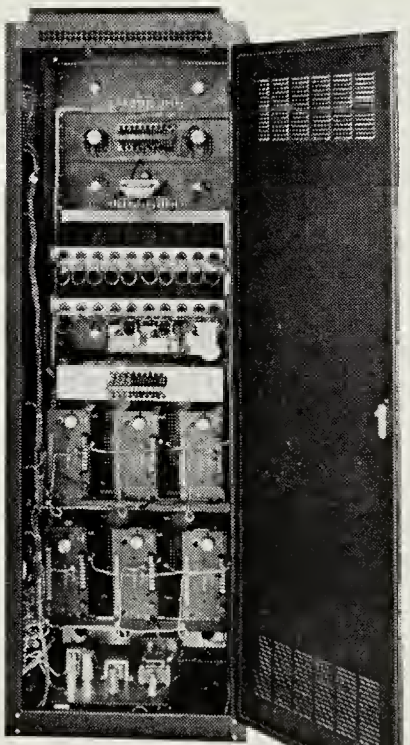
NATIONAL VENDORS—Booth number 31. Representing National: M. L. Pierson, vice-president, sales; H. J. Foster, vice-president, national accounts; and Jim Powers, service engineer. Exhibiting the company's Model CDM cold drink dispenser, Model HBM, hot beverage merchandiser, and Model 21CE electric candy merchandiser with changemaker.

NEWMAN & WEISSMAN ASSOC.—Booths number 20-21. Representing the firm: Ben Newman.

ARNOLD PALMER ENTERPRISES, INC.—Booth number 4. Representing Palmer: Edward J. Keating.

MORE EXHIBIT INFORMATION
(*Page PE-22*)

Simplex®
X·L 6-4-1 SOUND GETS AROUND!!! TO HONG KONG, MEXICO, WASHINGTON, D.C., PHILADELPHIA, HOUSTON, ALBUQUERQUE, ST. LOUIS, SAN FRANCISCO, SEATTLE, WEST SPRINGFIELD, MASS., MILWAUKEE, COLORADO SPRINGS, ELLISVILLE, MISS., TOLEDO, LAWRENCE, MASS...



Wherever you find 70mm and exhibitors who know a good investment when they hear it—you'll find Simplex Transistor 6-4-1 sound. And here are just a few of the reasons why.

- Operates with all types of projection: 6 channel magnetic 70mm, 4 channel magnetic 35mm and single channel optical 35mm.
- All components in one cabinet. Pre-wired at factory for easier installation, greater economy.
- Completely compatible with all 70mm projection systems.
- Mode of operation pre-selected. Change-over on schedule with no interruptions.
- High-level switching. No clicks.
- Simplified switching to emergency power amplifier guarantees the show will stay on.

For more facts
or an estimate—
call your National man.

N.T.S. National
THEATRE SUPPLY COMPANY
Subsidiary of General Precision Equipment Corporation GP

HOME OFFICE, 50 PROSPECT AVENUE, TARRYTOWN, NEW YORK • PHONE MEDFORD 1-6200

EXHIBITING FIRMS •

(Continued)

THE PEPSI-COLA CO.—Booths number 50 through 55. Representing Pepsi-Cola: Ed Finneran, fountain sales. Exhibiting the company's line of fountain syrups, beverage dispensing equipment, and merchandising materials. Miss America is scheduled to make appearances at the convention under the auspices of Pepsi.

THE PILLSBURY CO., FOOD SERVICE DIV.—Booth number 1. Representing Pillsbury: James D. Chandler.

PLANTERS PEANUTS—DIV. STANDARD BRANDS—Booth number 17. Representing Planters: Z. T. Smith.

POPCORN PRODUCTS, DIV. TV TIMES—Booth number 19. Representing Popcorn Products: Benjamin Banowitz.

PEMBREX THEATRE SUPPLY CO.—Booth number 106. Representing Pembrex: L. M. Wutke. Exhibiting the company's line of equipment for the motion picture theatre.

PRONTO FOOD CORP.—Booth number 2. Representing Pronto: Robert Pearson, regional sales manager; John Magnus, national sales manager. Exhibiting pre-boiled hamburgers for quick food service without elaborate cooking facilities.

REX PACKAGING CO.— Booth number 16. Representing Rex: Irving A. Singer, president; and Bernard Greisman, vice-president and sales manager. Exhibiting popcorn bags and other type bags for indoor concessions applications.

ROLL-O-SHEETS—Booth number 27. Representing the firm: Berl Tupp.

ROWE AC MANFACTURING CO.—Booths number 38-39. Representing Rowe: James P. Newlander.

ROYAL CROWN COLA CO.—Booths number 77-78. Representing RC: J. B. Cooper, director, fountain sales; A. W. Ansley, assistant director, fountain sales. Exhibiting RC fountain syrups, dispenser equipment and displays. The company is sponsoring a hospitality suite at the convention.

SELMIX DISPENSERS—Booth number 29. Representing Selmix: Flip Follon, president; Ray Acquardo, sales manager. Exhibiting the Regent III—3 drink gravity dispenser, the Sextet—4 drink mechanically refrigerated dispensor, the Triton—4 drink refrigerated dispenser, and the Cascade—3 drink refrigerated dispenser for high volume locations.

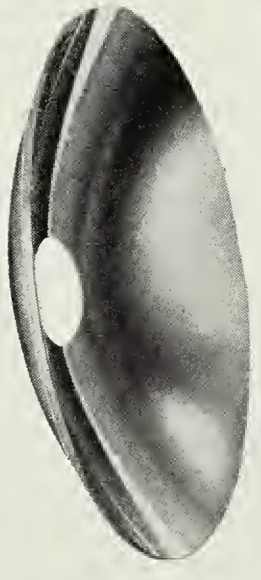
THE SEVEN-UP CO.—Booths number 24-25. Representing Seven-Up: Joseph R. Schaack.

SHOEMAKER AUTOMATIC POPCORN MACHINE CO.—Booth number 26. Representing the firm: James C. Shoemaker.

SMITHFIELD HAM & PRODUCTS CO.—Booth number 15. Representing Smithfield: J. C. Sprigg, Jr.

STANFORD INDUSTRIES—Booth number 91. Representing the firm: Stanford S. Kohlberg.

STAR MANUFACTURING CO.—Booths number 33-34. Representing Star: John R. Ashby. Company will show its line of food preparation and serving equipment for the concession area.



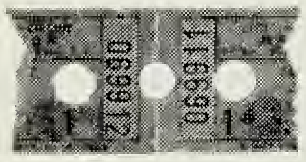
Unbreakable
METAL REFLECTORS

- MAXIMUM SCREEN ILLUMINATION
- GUARANTEED 5 YEARS
- NON-PITTING
- NON-TARNISHING

A Precision made Product.

Write for literature or see your Theatre Supply Dealer.

HEYER-SHULTZ, INC.
Cedar Grove • New Jersey



It's no box office secret...
every ticket purchaser expects and deserves a well-lighted screen presentation

NATIONAL
TRADE MARK
ARC CARBONS

The No. 1 Choice for
- Uniform Light Distribution
- Superior Arc Stability
- True Color Fidelity
- Unequalled Light Efficiency

UNION CARBIDE
CARBON PRODUCTS DIVISION

Record Turnout

(Continued from Page PE-16)

to see four and one half hours of highlight clips from coming product from the major studios. Friday's luncheon will be hosted by the member companies of the MPAA, with Stanley Kramer and Geoffrey M. Shurlock, head of the Motion Picture Code Administration, announced as speakers.

In the evening, the stage will be held up at what sounds like a "western party" in the Paramount Studios, to be hosted by Joseph E. Levine, currently busy with "Nevada Smith" on the Paramount lot.

On the convention's final day, a salute to the "Exhibitors of Tomorrow" will be sponsored by the Motion Picture Alexander Corp. The sons and grandsons of the industry's own pioneers will be feted at the breakfast workshop session. Young blood from production will present some views on product at the session, with speakers to be announced.

Set for the morning session is a legal forum, to be conducted by Stuart Aarons, chairman of TOA's Legal Advisory Council. Saturday's luncheon will be hosted by National Screen Service, with Fred Stein serving as toastmaster. Speakers will include Burton Robbins, NSS president; Samuel Rosen, executive vice-president of Stanley Warner Corp.; and Sumner M. Redstone, TOA president.

Following the Carbon Products Division of Union Carbide Corp.'s cocktail reception at the Moulin Rouge, opposite the Hollywood Palladium, delegates will conclude the convention with the annual President's Banquet, hosted by the Coca-Cola Co.

The Banquet will include an appearance by TOA's "Star Of The Year," other Hollywood personalities, and previous TOA "Star" award winners. Music and entertainment for the Banquet will be provided by Lawrence Welk's orchestra.

During the post-convention week, delegates are being offered a special tour of Hawaii as an "extra" to make the trip even more memorable for those who exercise the option. The tour leaves Los Angeles on Oct. 31, via United Air Lines jet, and returns the following Sunday. The Los Angeles-Hawaii-Los Angeles cost per person is $318.20 for a Honolulu and Oahu, tour, and $421.10 for a tour which includes the neighbor Islands as well.

Information on additional convention details is available from the National Association of Concessionaires, at 201 N. Wells St., Chicago, Ill.—or from Theatre Owners of America, 1501 Broadway, New York 36, N. Y.

EXHIBITING FIRMS •

(Continued)

STRONG ELECTRIC CORP.—Booths number 92-93. Representing Strong: Arthur J. Hatch, president; C. A. Callender, division sales manager; and W. P. White, field representative. Exhibiting Strong's #64000 Blown arc lamp, #93000 Futura II arc lamp, #76000 X-16 Xenon projection lamp, and #7400 Bi-Powr rectifier.

SUPURDISPLAY INC.—SERVER SALES INC.—Booth number 70. Representing the firms: Clifford Lorbeck.

SWEETHEART CUP DIVISION, MARYLAND CUP CORP.—Booth number 79. Representing the firm: Carl J. Levitt.

THE SWEETS CO. OF AMERICA, INC.—Booth number 35. Representing the firm: Sam E. Rich, vice-president; Lawrence B. Heller, national sales manager.

SWITZER'S LICORICE CO.—Booth number 36. Representing the firm: Christopher M. Switzer.

UNION CARBIDE CORP., CARBON PRODUCTS DIV.—Booth number 112. Representing Carbon Products: W. T. Brenner, P. H. Freeman, J. W. Cosby, M. L. Smith, and S. Morley, Jr. Exhibiting the "National" projector carbon. The company is sponsoring its hospitality suite at the convention, and a cocktail party prior to the President's Banquet for dais and special guests.

THE VENDO COMPANY—Booths number 58 through 67. Representing the firm: John S. Brookes. Exhibiting the Vendo line of automatic vending equipment.

VICTOR PRODUCTS CORP.—Booths number 122-123. Representing Victor: Robert B. Grove.

WAGNER SIGN SERVICE INC.—Booths number 98-99. Representing Wagner: Erwin Wagner, board chairman; and O. B. Laney, president. Exhibiting a new, thick wall letter said to be industructible under normal use—for the theatre marquee.

WESTINGHOUSE ELECTRIC CORP. AUTOMATIC MDSE. DIV.—Booths number 81 through 89. Representing Westinghouse: Charles Brinkman.

WINCHESTER CARTON CORP.—Booth number 126. Representing Winchester: Henry Wischusen.

WINS PAPER PRODUCTS—Booth number 6. Representing Wins: Jan Fersing, president. Exhibiting specialty bags for popcorn, sandwiches, and other concession items.

Late Entries

CREATIVE VENDING CORP.—Booth number 40. Representing Creative Vending: Warwick Jenkins.

R. L. GROSH & SONS SCENIC STUDIOS—Booth number 124. Representing R. L. Grosh: Ralph E. Blow. Exhibiting theatre decorating products and services.

HUGHES ELECTRONIC CORP.—Booth number 1A. Representing Hughes; E. E. Hughes. Exhibiting Hughes Xenon iluminator systems.

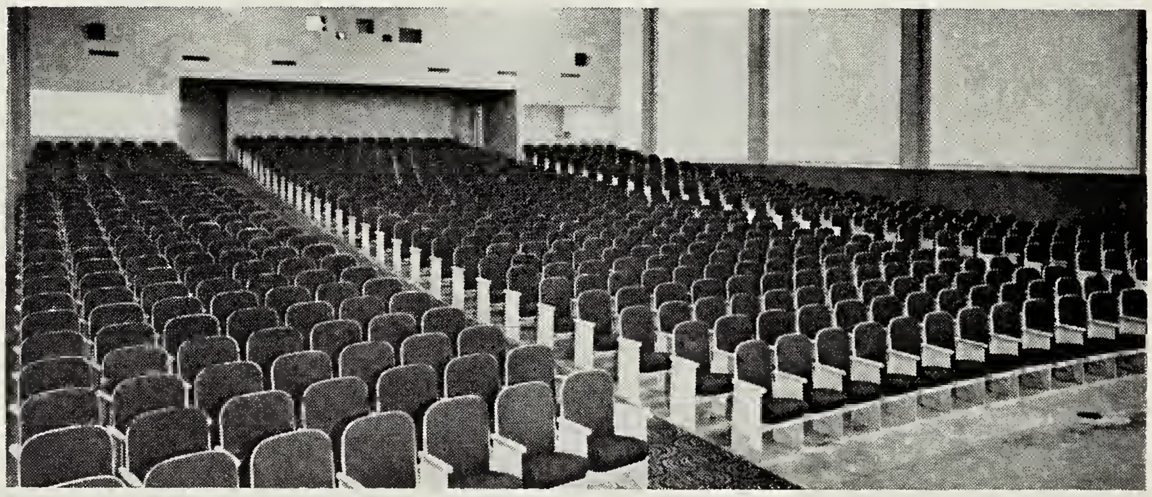
STARTIME SERVICE—Booth number 127. Representing Startime. Charles Irving,

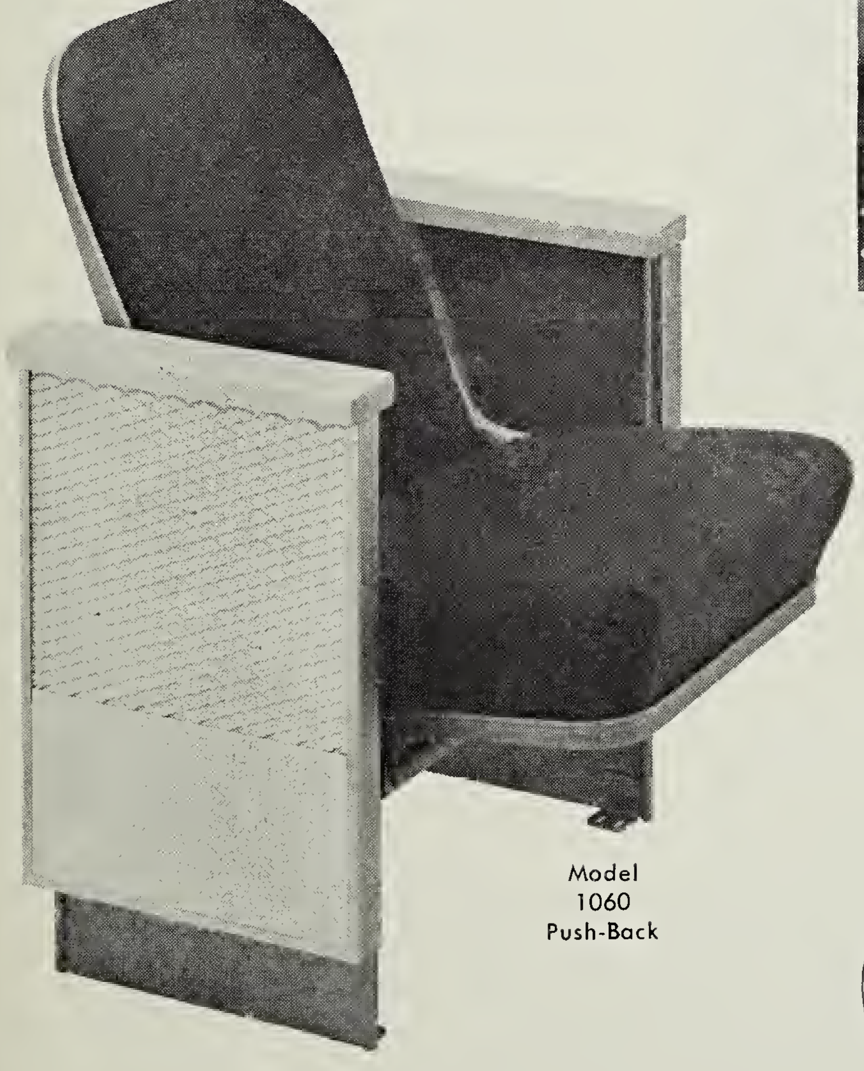
NATIONAL ASSOCIATION OF CONCESSIONAIRES—Booth number 46. Providing information and assistance during the Convention and Trade Show.

WILL ROGERS MEMORIAL HOSPITAL—Booth "A". Representing Will Rogers: Herman Gould.

VARIETY CLUBS INTERNATIONAL—Booth "B". Representing Variety: George Hoover, executive director.

A B SERVICE CENTER—Booths number 47-48. Representing A B: Jim McHugh.





Model
1060
Push-Back

PUSH-BACK®
SEATING BY GRIGGS

America's Finest Theatre Seating

Modern theatres are increasingly specifying Griggs **Push-Back** chairs. **Push-Back** seating makes the finest appearance, and gives maximum comfort with minimum maintenance attention. **Push-Back** chairs contribute to increased attendance and happier patrons. If you seat or re-seat be sure to check on Griggs **Push-Backs**—the most convenient theatre seating.

Visit our Los Angeles TOA Exhibit in Booths 116 and 117

GRIGGS EQUIPMENT, INC.
Belton, Texas

Diploma

Symbols of

MASTERY

Massey 'majored' in seating back when seating was of plain wood. Today, Massey's modern installations reflect never-ending advances in superb, long-lasting beauty and quality that combine for patron pleasure, and a sound well-paying exhibitor investment. Ask for our ideas and estimates. They're gratis.

now featuring

MASCOFOAM SEAT CUSHIONS

More durable, more comfortable, safer. Fire and moth-resistant, won't lump, sag or mat. Moulded to "breathe" and may be cleaned Ask for samples.

MANUFACTURERS:
Foam rubber & spring cushions; coverings.

DISTRIBUTORS:
Upholstery fabrics, general seat supplies.

MASSEY
SEATING CO.

100 Taylor Street, Nashville, Tenn.
Phone: Chapel 2-2561

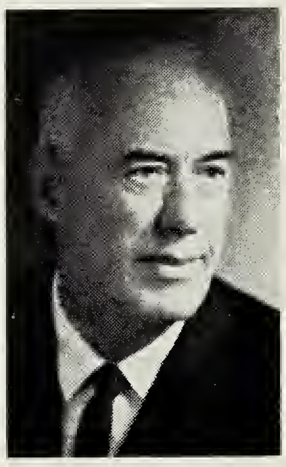
National Theatre Supply Names Servies, Currie To New Posts

■ Willard J. Turnbull, president and chief executive officer of National Theatre Supply Company, announced the appointment of J. W. Servies, a vice-president of the company, to the position of executive vice-president where he will serve as chief operating officer of the nationwide theatre equipment organization. His election to the board of directors of the company was also announced.

At the same time, John E. Currie, a vice-president, was named to head a newly formed marketing group for the company. This group will be responsible for all sales promotion, purchasing and new product development activities.

Turnbull also announced several other organizational changes. Currie will take charge of all branches in the eastern and central areas of the U.S. with the exception of the New York sales area which will be headed by A. F. Baldwin, a vice-president of NTS, who also heads up all international operations.

SERVIES


CURRIE

The eastern area was headed by H. J. McKinney, who retired this month. The central area had formerly been under the direction of Servies. Vice-presidents R. L. Bostick and L. C. Owenby, in charge of the southern and western areas, respectively, continue in their posts as does C. P. O'Grady, administrative vice-president of the company.

National Theatre Supply, a subsidiary of General Precision Equipment Corporation, is a nationwide organization supplying everything from projectors to popcorn to motion picture theatres throughout the United States and in many parts of the world. National's headquarters are in Tarrytown, New York, and the company has sales and service branches in almost every major city in the nation.

The re-alignment of executive responsibilities at National Theatre Supply is being made to capitalize on the present boom in theatre construction and modernization. Thought by many to be almost a dying industry when television had its maximum impact in the mid-1950's, new theatres are sprouting up today at a rapid pace.

This growth is being spearheaded by shopping center theatres which are being built at the rate of about 200 per year. At the same time, the industry is also experiencing an intensive modernization and refurbishing period as older, established theatres are updated to maintain their hold on the theatre-going public.

Founded in 1926 when silent films were just beginning to give way to talking pictures, National Theatre Supply evolved from the industry's need for a centralized, nationwide equipment and supply service for motion picture exhibitors.

The company was located in downtown New York City until 1961 when construction of the new General Precision Equipment Corporation headquarters building in Tarrytown, New York, was completed.

Since its inception, National has supplied equipment and furnishings to some 15,000 theatre-customers ranging from a 200 seat small town theatre to the gigantic 6,000 seat Radio City Music Hall.

TEDA Sets Meet

LOS ANGELES—Spero Kontos, president of Theatre Equipment Dealers Association, announced here recently that arrangements have been finalized to hold the annual TEDA meeting at the Royal Orlean Hotel, New Orleans, Louisiana, February 6th, 7th, 8th and 9th.

"Since our first meeting in Chicago in 1962", Kontos stated, "these annual get-togethers have grown steadily in popularity with individuals in both organizations. The rapid expansion of theatre building and remodeling and the consequent changes in equipment and furnishings create mutual problems, and frequent discussions and exchange of ideas is extremely beneficial."

New Orleans and the Royal Orleans Hotel are internationally famous for good food and a diversity of entertainment, and this meeting is expected to be the largest and best to date, TEDA stated.

CARBON ARCS . . . **FOR FINEST PROJECTION** . . . *Compact Xenon Arcs*

Lorraine Arc Carbons
division
- Brighter Light on Screen
- Longer Burning per Carbon
- More Economical . . .

XETRON® products
division
XETRON LAMPHOUSES • XETRON POWER SUPPLIES

CARBONS, INC., BOX K, SADDLE RIVER, N. J. 07927

WANT FURTHER INFORMATION ON

PRODUCTS

ADVERTISED IN THIS ISSUE

Please Check:

- ☐ **ASHCRAFT MFG. CO., INC., C. S.,** Super Core-Lite 35/70 Projection Lamps
- ☐ **BALLANTYNE INSTRUMENTS AND ELECTRONICS, INC.,** Theatre Planning; Theatre Precision Equipment
- ☐ **CARBONS, INC.,** Lorraine Arc Carbons
- ☐ **COCA-COLA CO., THE,** Coca-Cola
- ☐ **DR PEPPER CO.,** Dr. Pepper
- ☐ **EASTMAN KODAK CO.,** Eastman Films
- ☐ **GRIGGS EQUIPMENT, INC.,** Push-Back Chairs
- ☐ **HEYER-SHULTZ, INC.,** Unbreakable Metal Reflectors
- ☐ **HEYWOOD-WAKEFIELD CO.,** Theatre Seating
- ☐ **MASSEY SEATING CO.,** Theatre Seat Rehabilitation
- ☐ **NATIONAL THEATRE SUPPLY CO.,** Theatre Equipment and Supplies
- ☐ **NORTH AMERICAN PHILIPS CO., INC.,** Norelco 70/35mm Projectors
- ☐ **PEPSI-COLA CO.,** Pepsi-Cola
- ☐ **RCA SERVICE CO.,** RCA Theatre Sound Service
- ☐ **STRONG ELECTRIC CORP., THE,** "Futura" Arc Lamps
- ☐ **TECHNIKOTE CORP.,** "Jetwhite" and XR-171 Screens
- ☐ **UNION CARBIDE CARBON PRODUCTS DIV.,** "National" Arc Carbons
- ☐ **VENDO CO., THE,** Beverage, Confection and Cigarette Merchandisers
- ☐ **XETRON DIV., CARBONS, INC.,** Xetron Lamp houses, Power Supplies

LIST ITEMS________________________

____

____

ISSUE OF OCTOBER 13, 1965

NAME ....

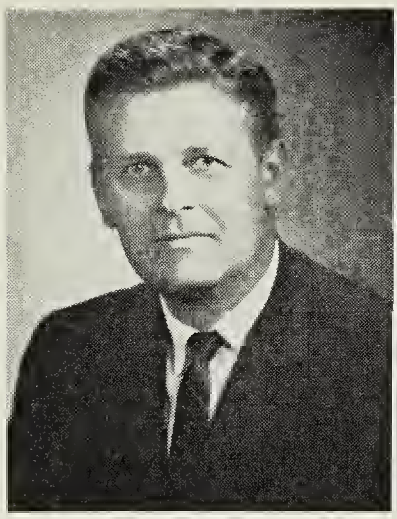
THEATRE ....

ADDRESS ....

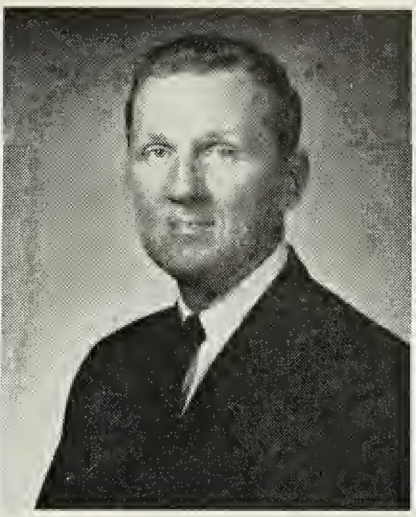
CITY, STATE ....

MOTION PICTURE EXHIBITOR

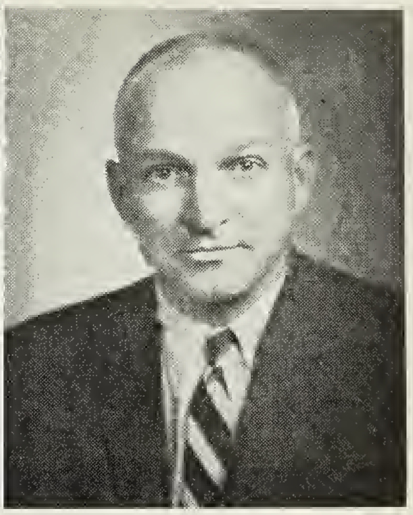
317 N. Broad St., Philadelphia, Pa. 19107.



HOLMES



BURROUS



JACKSON

Coke Names Fanta Execs

ATLANTA—Further implementing recently realigned marketing functions for the Fanta Brands department of The Coca-Cola Company, Fred W. Dickson, vice-president and marketing director, recently announced the appointment of three product managers.

Homer C. Burrous will be product manager of TAB; Charles K. Holmes, product manager of Fresca and Fanta; and DeForrest Jackson, product manager for Sprite and Chime. All three will have full responsibility for development of total marketing and advertising programs for their respective brands and will report directly to Ira C. Herbert, Fanta Brands manager.

"The move to a product manager system is a direct result of the fantastic growth of the Fanta Beverage Company brands," Dickson said.

"Each of these products is now so substantial that it needs to be treated as a separate entity and given its proper share of the attention and resources of the Company."

Burrous was formerly eastern U. S. sales manager for Fanta products. Holmes was formerly marketing assistant to the vice-president of Bottler Sales for Coca-Cola and Jackson was formerly sales promotion manager of Fanta.

NAC Honors Mel Rapp

LOS ANGELES—Melville B. Rapp, senior consultant to the Vendo Company, Kansas City, and long active in the affairs of the National Association of Concessionaires, was recently made the first lifetime honorary member of the Association's board of directors, it was announced by NAC president, Edward S. Redstone.

NAC officers and directors cited Rapp for this honor for having performed outstanding and meritorious services to the refreshment concessions industry and the Association.

1932
1936
1940
1965

BIGGER EVERY YEAR

Growth through 33 years is a Ballantyne pattern

When you want total planning and precision equipment for a new theatre—planning that includes everything in one comprehensive package, here's 33 years of know-how and hard-headed understanding of the theatre industry. Why not phone today.

Ballantyne INSTRUMENTS AND ELECTRONICS, INC.
A DIVISION OF ABC CONSOLIDATED CORPORATION
1712 JACKSON STREET OMAHA, NEBRASKA 68102

NAC Names Winner In Concessions Contest

LOS ANGELES—The grand award in the National Association of Concessionaires' "Concession Idea Man of the Year" contest, sponsored by NAC, was won by Mortie Marks, concessions manager, Jefferson Amusment Company, Beaumont, Tex., it was announced by Jack O'Brien, NAC contest committee chairman.

Judges of the contest also chose six runners-up.

The first grand award winner will receive an all expense trip to the 1965 annual convention of National Association of Concessionaires at the Ambassador Hotel, Los Angeles, Oct. 26-30. He will also be presented with a handsomely engraved plaque in recognition of this achievement during the organization's annual meeting.

The six runners-up, who will receive merit award plaques for their entries, are Philip L. Lowe, Lowe Merchandising Service, Newton Centre, Mass.; Ivan Ackery, Orpheum, Vancouver, B. C.; Harold H. Gleken, Suffolk Downs Drive-In, East Boston, Mass.; Jack J. Veeren, Bordertown Drive-In, El Paso, Tex.; Mr. & Mrs. Alfred H. Funk, Central Lakewood Shoppette, Lakewood, Colo.; and Al Allin, Odeon, Sarnia, Ontario, Canada.

25/30 Club Hosts Carbons, Inc.

NEW YORK—A glowing session marked the opening Fall meeting of "The Pioneer Motion Picture Projectionists" 25/30 Club held at the Claridge Hotel here recently.

As headlined in the organization's official bulletin a "Demonstration, Lecture, Buffet" with Frank Riffle, Carbons, Inc., president, as principal speaker, provided a most interesting as well as practical evening. Riffle's lucid, fascinating talk dwelled on the functioning and optional features of the 35/70 Cinemeccanica projection systems along with information on 2500 watt Xenon Lamphouses and Osram Xenon bulbs.

The large turnout of members partook in a lively question and answer period following the talk and, by courtesy of Carbons, Inc., colorful illustrated brochures were distributed to those present. Copies may be obtained by writing to Carbons, Inc., Box K, Saddle River, N.J.

Witnessing the installation of Frank Riffle as an honorary member of the 25/30 Club were several officers of the Carbons organization including Pierre Demoreuille, executive vice president, Earl Hobbs, projection engineer, and Manford Pickerell, manager, Xetron Division, and Arthur Rettig, controller.

The following papers were delivered: Pierre Demoreuille: Uses of Carbon Arcs other than for Theatre Projection, including Solar Simulation as applied by NASA at Houston, Texas.

Manford Pickerell: Xetron light sources in connection with professional 35/70 and Jan projectors, featuring a film demonstrating improved light with Xetron Bulbs.

Peter Jensen (sales manager for Macbeth Corp.): Construction, application and advantages of Xenon bulbs as light sources.

New Core-Lite Bows In Indianapolis; To Be Seen At Coming Trade Show In L. A.

■ The C. S. Ashcraft Manufacturing Co., Inc. has another new system of positive carbon core light arc lamps in their new Core-Lite 135, which got a national premiere presentation in Indianapolis in four new luxury type theatres built and opened in the past six weeks by Joe Cantor, president of Priority Theatres, Inc.

The New Core-Lite 135 rounds out a complete line of Ashcraft arc lamps featuring the new system of positive carbon core magnification for high output white light screen illumination.

GEORGETOWN

GEORGETOWN THEATRE

The current range of the lamp is 115 to 135 amperes at 50 to 55 arc volts burning a 13.6 mm x 18" regular high intensity positive carbon and a 7/16" x 9" special negative carbon.

Ashcraft's cold type front surface 18" reflector is used in a fixed position—29½" from the aperture plate. This short working distance is the basic optical principle of the Core-Lite system and is exclusive with all of Ashcraft's Core-Lite type lamps.

The new 135 will be shown at the TOA-Allied-TESMA-TEDA Convention in Los Angeles, in the Ashcraft booth along with Super Core-Lite and a full line of Ashcraft 12 phase high reactance selenium rectifiers.

C. S. (Bud) Ashcraft, Jr., president of the company, said, "There is a need for a Core-Lite type of lamp of 135 amperes capacity for use in intermediate size theatres and drive-ins, and our new lamp is the answer."

Full particulars and brochures will soon be available from all Ashcraft authorized dealers. It is priced to attract the theatre owner with an eye on economy as well as the man who wants a flawlessly lighted medium size screen, according to the company.

While the Core-Lite 135 lamps are projection features of Joe Cantor Theatres in Indianapolis, not enough can be said for the circuit owner, who bubbles over with enthusiasm and optimism for the future of the motion picture industry in general and in Indianapolis in particular.

Any one of Joe Cantor's four new theatres would be an ambitious project.

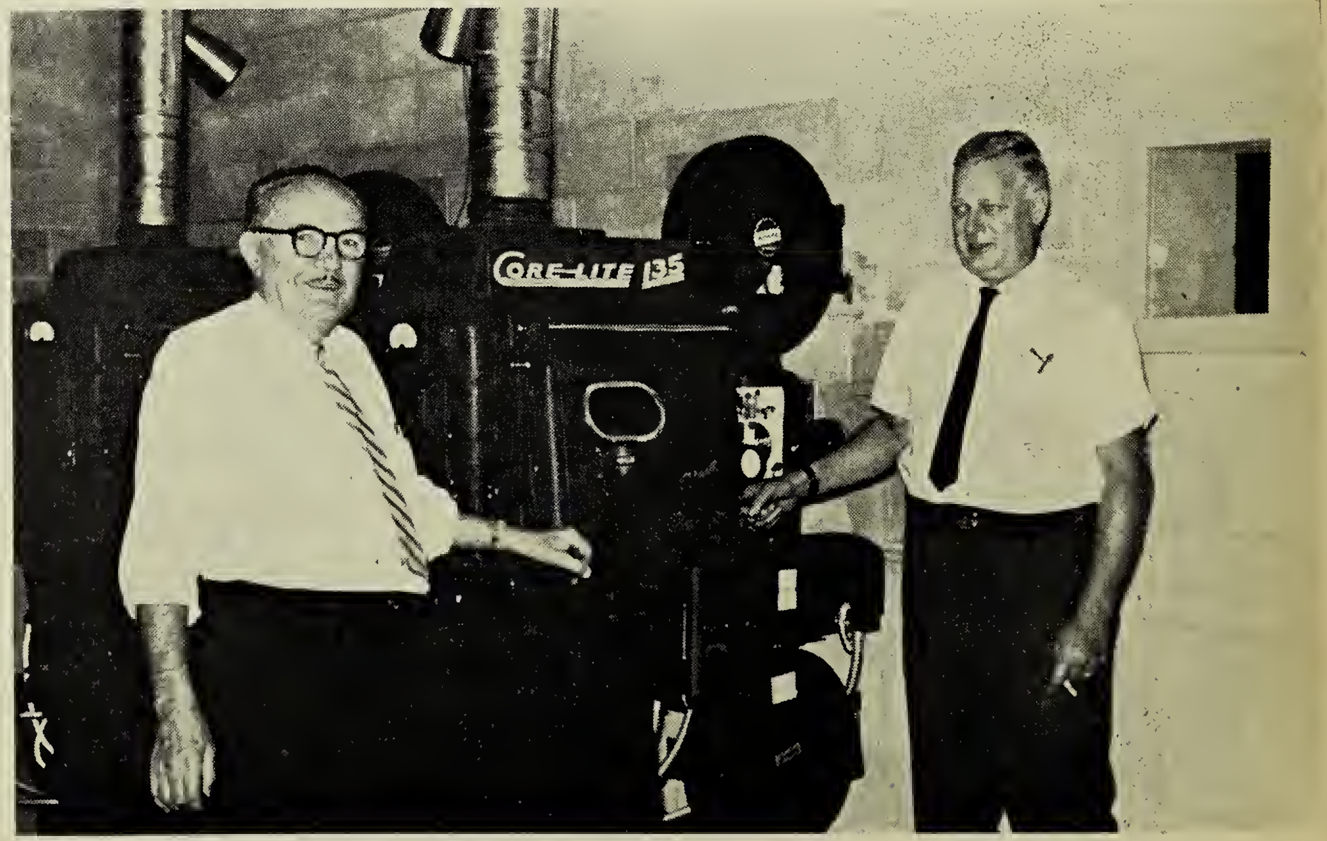
Each of these theatres—The Carlyle, The Georgetown, The Regency I and the Regency II—are exactly alike in every detail. The exception is that Regency I and II have a simple community box office, lounges, and concession area. Each has 650 full upholstered spring-back luxury seats, spaced 44" apart, Walker Crystal-Gain Screens 51' wide, Alexander Smith Nlywood carpet, Mulone steel screen frames, Simplex XL projectors and Transistor sound, Ashcraft Core-Lite 135 Arc Lamps and 12 phase selenium rectifiers.

The installation of all equipment was made by the Indianapolis branch of National Theatre Supply Co., under the supervision of Manager, B. N. Peterson.

B&H Appoints Newman

CHICAGO—Gordon H. Newman has been elected an assistant secretary of Bell & Howell Company, according to an announcement made here by Peter G. Peterson, president and chief executive officer.

Newman will continue as assistant counsel for the company and as counsel for its Photo Products Group, a post he has held since August, 1963.



CORE-LITE 135 INSTALLED IN ONE OF JOE CANTOR'S NEW THEATRES

SERVISECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

MOTION PICTURE
EXHIBITOR
SHOWMEN'S TRADE REVIEW

Published everv second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 29 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference Index, brought up-to-date, from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.

OCTOBER 13, 1965
SECTION TW
VOL. 74 NO.

FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy
CAR—Cartoon
COMP—Compilation
D—Drama
DOC—Documentary
MD—Melodrama
MU—Musical
W—Western
NOV—Novelty
TRAV—Travelogue

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinerama
CS—CinemaScope
DC—Deluxe Color
DS—Dyaliscope
EC—Eastman Color
MC—MetroColor
PC—Pathe Color
PV—Panevision
RE—Reissue
TC—Technicolor
TE—Technirama
TS—Techniscope
VV—VistaVision
C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumuletively numbered page and data of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

ALLIED ARTISTS DISTRIBUTED DURING THE PAST 12 MONTHS

6414 **BLOOD ON THE ARROW**—W-91m.—(DC)—Dale Robertson, Martha Hyer, Wendell Corey—5237 (12-16-64)—Old Fashioned fast moving western
FOOL KILLER, THE—D-98.—Anthony Perkins, Edward Albert, Salome Jens — 5277 (4-28-65) — Off-beat drama can use special attention—Landau
6510 **GUNMEN OF THE RIO GRANDE**—W—86m.—(WS;C)—Guy Madison, Madeline Lebeau—5321 (9-1-65)—Okay western made in Spain
KING AND COUNTRY—D—90m.—Dirk Bogarde, Tom Courteney—5329 (10-6-65)—Stark drama has limited appeal—English made—Landau
6501 **MARA OF THE WILDERNESS**—D-90m.—(C)—Adam West, Linda Saunders—5293 (6-23-65)—Outdoor adventure is okay family program entry
6407 **NAKED KISS, THE**—D-92m.—Constance Towers, Anthony Eisley—5227 (11-4-64)—Fair Adult Programmer
6543 **PAWNBROKER, THE**—D-114m.—Rod Steiger, Geraldine Fitzgerald—5273 (4-14-65)—Shatteringly powerful drama heightened by superb acting—Landau
6509 **TICKLE ME**—MU-90m.—(PV; DC)—Elvis Presley, Jocelyn Lane—5293 (6-23-65)—Loads of songs and gals brighten Presley starrer
6542 **UMBRELLAS OF CHERBOURG, THE**—NOV.—90m.—(C)—Catherine Deneuvre—5243 (12-30-64)—Unusual treatment for ordinary love story—French-made; English titles—Landau
6506 **YOUNG DILLINGER**—MD-102m.—Nick Adams, Mary Ann Mobley—5277 (4-28-65)—Typical crime does not pay meller

COMING

ANKLES AWAY—Kenneth Moore
BIKINI PARADISE—(EC)—Janette Scott, Keiron Moore
BLOOD AND BLACK LACE—(TC)—Cameron Mitchell
CITY OF FEAR—Terry Moore
COUNTRY MUSIC CARAVAN—(EC;MTP70)—Ernest Tubbs
CURSE OF THE VOODOO—
ESCAPE BY NIGHT—Terence Longdon, Jennifer Jayne—English
FRANKENSTEIN MEETS THE SPACE MONSTERS—
FINGER ON THE TRIGGER—Rory Calhoun
GENTLE RAIN, THE—(C)—Christopher George
HOT SPY, COLD CORPSE—Kerwin Mathews
HUMAN DUPLICATORS—George Nader
LIFE IN DANGER, A—Derrin Nesbitt, Julie Hopkins
MAGIC WEAVER, THE—(C)—Fairy Tale
MUTINY IN OUTER SPACE—William Leslie
OPERATION C.I.A.—Burt Reynolds
OSS 117—Irina Demich, Nadia Sanders
PIE IN THE SKY—Lee Grant, Richard Bray
RACING FEVER—(C)—Joe Morrison, Barbara Bigert
TAFFY AND THE JUNGLE HUNTER—(TC)—Jacques Bergerac, Manuel Padula
TENNESSEE JAMBOREE—(EC)—Jim Reeves, Ernest Tubbs

AMERICAN INTERNATIONAL DISTRIBUTED DURING THE PAST 12 MONTHS

6417 **ATRAGON**—MD-88m.—(Colorscope)—Japanese cast—5245 (1-20-65)—Good action import for program—Japanese-made
6503 **BEACH BLANKET BINGO**—CMU-98m.—(P.V.;PC))—Frankie Avalon, Annette Funicello, Deborah Walley—5285 (5-26-65)—Teeners will enjoy latest beach bash
6410 **CONQUERED CITY**—M-91m.—David Niven, Bem Gazzara, Lea Massari—5257 (3-3-65)—Wartime meller has names to help—Filmed abroad
A13 **DIARY OF A BACHELOR**—NOV-88m.—William Traylor, Dagne Crane—5217 (10-7-64)—Fair sexploitation entry
6506 **GO GO MANIA**—MU-70m.—(TS;TC)—The Beetles, The Animals, Hermans Hermits—5285 (5-26-65)—Musical strictly for teens—English made
6509 **HOW TO STUFF A WILD BIKINI**—CC-93m.—(PV; PC)—Annette Funicello, Dwayne Hickman, Brian Donlevy—5301 (7-21-65)—Another wild entry for younger set
403 **LAST MAN ON EARTH, THE**—MD-86m.—Vincent Price—5241 (12-30-64)—Fascinating horror entry—Italian-made
6501 **LOST WORLD OF SINBAD, THE**—MD-90m.—(C; Wide Screen)—Toshiro Mifune—5261 (3-17-65)—Fair import has potential—Japanese-made; dubbed in English
6411 **OPERATION SNAFU**—C-93m.—Alfred Lynch, Sean Connery, Ann Beach—5257 (3-3-65)—Cute British service comedy—English-made
416 **PAJAMA PARTY**—CMU—83m.—(PV; PC)—Tommy Kirk, Annette Funicello, Elsa Lanchester—5229 (11-18-64)—Good for teens and family crowd
6510 **SERGEANT DEADHEAD**—CMU—90m.—(PV; PC)—Frankie Avalon, Deborah Walley, Fred Clark—5309 (8-18-65)—Cute teen comedy has angles to help
6508 **SKI PARTY**—MUC-90m.—(PV; PC)—Frankie Avalon, Deborah Walley, Dwayne Hickman—5293 (6-23-65)—Another gem for teen-agers
6505 **SWINGERS' PARADISE**—C-83m.—(TC; TS)—Cliff Richard, Susan Hampshire—5305 (8-4-65)—Fair comedy for program—English-made
6416 **TABOOS OF THE WORLD**—DOC. 97m.—(C)—Narration by by Vincent Price—5273 (4-14-65)—Outstanding, at times shocking, novelty
407 **TIME TRAVELERS, THE**—SFD-82m.—(C)—Preston Foster, Merry Anders—5225 (11-4-64)—Good science fiction entry
6419 **TOMB OF LIGEIA**—MD-81m.—(PC; PV)—Vincent Price Elizabeth Shepherd—5253 (2-17-65)—Good horror entry—English-made
404 **UNEARTHLY STRANGER**—MD-68m.—John Neville—5241 (12-30-64)—Original sci-fi entry is well done—English-made
6504 **WAR-GODS OF THE DEEP**—MD-85m.—(Colorscope)—Vincent Price, Tab Hunter, Susan Hart—5293 (6-23-65)—Good programmer

. . . By ALPHABET:-

Provides an easy way to locate e feat
when the distributor is not known. If the
ticular feature has not yet been released
reviewed, it is preceded by a small dot. Leg
of Decency classification of A1—Unobjecti
able for General Patronage; A2—Unobjecti
able for Adults and Adolescents; A3—Unob
tionable for Adults; A4—Unobjectionable
Adults with reservations; B—Objectionable
part for All; C—Condemned; follow each t
as they become available. For all other d
refer to the much more complete informa
under the distributor headings.

A

Across The River		MI
Adventures Of Scaramouche	A2	Em
• Alfie		Par
• After The Fox		UA
• Apache Uprising		Par
Agent 8¾	A3	Co
Agony And The Ecstasy, The ...	A2	Fo
• Alphabet Murders, The		ME
• Alvarez Kelly		Co
Americanization of Emily, The .	B	MG
Amorous Adventure Of Moll Flanders	B	Pa
• And Now Miguel		U
And So To Bed		Fo
Andy	A3	U

PLEASE NOTE . . .

This SERVISECTION i
corrected, re-edited, an
brought up to date ever
second week;—and will al
ways be found as a sepa
rate saveable SECTIO
TWO of the particular issue
punched for short-term fil
ing in a ring binder.

Before using, alway
check the publication dat
to be certain that data i
current. Out-dated issue
should be used with grea
care, because titles an
running-times are ofte
changed. It is best to dis
card out-dated issues a
new ones are published.

THE EDITORIAL STAF

Anyone for Venice?		UA
Apache Gold		AA
Ankles Away	A1	Col.
Apache Rifles	A1	Fox
Arabesque		U
Arizona Raiders, The	A2	Col.
Around the World Under the Sea		MGM
Art of Love	A2	U
Assault On A Queen		Par.
Atragon	A1	AI
Awful Dr. Orlof, The		For.

B

Baby, The Rain Must Fall	A2	Col.
Back Door To Hell	A2	Fox
Bambole	C	For.
Banana Peel	A3	For.
Bang! You're Dead		AI
Battle of the Bulge		WB
Battle of Ilia Florita, The	A3	WB
Beach Ball	B	Par.
Beach Blanket Bingo	A2	AI
Bebo's Girl	A3	Cont.
Bedford Incident, The		Col.
Before the Revolution		For.
Big Hand for the Little Lady, A		WB
Bikini Paradise		AA
Billie		UA
Billy The Kid Vs Dracula		EMB
Black Spurs	A2	Par.
Black Torment, The		For.
Blindfold		U
Blood And Black Lace	B	AA
Blood On The Arrow	A2	AA
Blue Max, The		Fox
Boeing—Boeing		Par.
Born Free		Col.
Bounty Killer, The		EMB
Boy Ten Feet Tall, A	A1	Par.
Brain, The		For.
Brainstorm	A3	WB
Breakfast at Tiffany's-Re	A3	Par.
Brigand of Kandahar, The	A2	Col.
Buddha	A3	Misc.
Bullwhip Griffin		BV
Bunny Lake Is Missing		Col.
Bus Riley's Back In Town	A3	U
Bus, The		Misc.

C

Cabriola		Col.
Caddy, The-Re	A1	Par.
Caressed		For.
Casablan		For.
Casanova '70	B	Emb.
Cast A Giant Shadow		UA
Cat, The		EMB
Centurions, The		Col.
Cat Ballou	A2	Col.
Chase, The		Col.
Cheyenne Autumn	A1	WB
Chinese Adventures In China		UA
Cincinnati Kid, The	B	MGM
Circle of Love	C	Cont.
City In The Sea		AI
City Of Fear	B	AA
Clarence The Cross-Eyed Lion	A1	MGM
Code 7, Victim 5	A3	Col.
Collector, The	A4	Col.
Convict Stage	A2	Fox
Conquered City	A1	A-I
Contempt	C	Emb.
Cool World, The	A4	Misc.
Country Music Caravan		AA
Crack In The World	A2	Par.
Crazy Paradise		For.
Curse Of The Fly, The	A2	Fox
Curse of the Mummy's Tomb, The	A2	Col.
Curse of The Stone Hand		Misc.
Curse of the Voodoo		AA

D

Dark Intruder	A2	U
Darling	A4	Emb.
Daydreamer, The		Emb.
Dear Bridget	A1	Fox
Dear Heart	A3	WB
Devils of Darkness	B	Fox
Diary Of A Bachelor	B	AI
Diary of a Chambermaid, The	B	For.
Die, Die, My Darling	A3	Col.
Die, Monster, Die		A-I
Dingaka	A3	Emb.
Disorderly Orderly, The	A1	Par.
Do Not Disturb		Fox
Dr. Goldfoot And The Bikini Machine		AI
Dr. Terror's House Of Horrors	A2	Par.
Doctor Zhivago		MGM
Don't Worry, We'll Think Of A Title		UA
Duel At Diablo		UA

E

Earth Dies Screaming, The	A1	Fox
East Of Sudan	A1	Col.
Eleanor Roosevelt Story, The		Misc.
El Greco		Fox
Emil And The Detectives	A1	BV
Escape By Night	A2	AA
Eva	B	For.
Eye Of The Needle, The		For.

6502 WAR OF THE ZOMBIES, THE—MD-85m.—(C; S)—John Drew Barrymore, Susi Andersen—5281 (5-12-65)—Another Italian spectacle for the program—Italian-made; dubbed in English

TO BE REVIEWED

BANG! YOU'RE DEAD—Brett Halsey, Pier Angeli, Dana Andrews

DIE, MONSTER, DIE—(C;S)—Boris Karloff

DR. GOLDFOOT AND THE BIKINI MACHINE—(PV; C)—Vincent Price, Frankie Avalon

FRANKENSTEIN MEETS THE GIANT DEVIL FISH—Nick Adams

PLANET OF THE VAMPIRES, THE—(TC); S)—Barry Sullivan, Susan Hart

BUENA VISTA

DISTRIBUTED DURING THE PAST 12 MONTHS

160 EMIL AND THE DETECTIVES—C-99m.—(TC)—Walter Slezak, Bryan Russell—5221 (10-21-64)—Engaging Disney comedy for family and young viewers in particular—Filmed in Germany

MONKEY'S UNCLE, THE—C-87m.—(TC)—Tommy Kirk, Annette, Leon Ames—5305 (8-4-65)—Fair Disney family-type comedy

158 SO DEAR TO MY HEART—CD-82m.—(TC)—Burl Ives, Luana Patton, Bobby Driscoll—5217 (10-7-64)—Reissue has world of selling opportunities—Reissue

TATTOOED POLICE HORSE, THE—D-48m.—(TC)—Sandy Sanders, Shirley Skiles—5225 (11-4-64)—Interesting featurette

THAT DARN CAT—C-116m.—(TC)—Hayley Mills, Dean Jones—5325 (9-22-65)—Attractive Disney entry for whole family

THOSE CALLOWAYS—D—131m.—(TC)—Brian Keith, Vera Miles, Brandon de Wilde—5229 (11-18-64)—Interesting outdoor drama could use a bit of editing

TO BE REVIEWED

BULLWHIP GRIFFIN—(TC)—Suzanne Pleshette, Karl Malden, Roddy McDowall

FIGHTING PRINCE OF DONEGAL, THE—(TC)—Peter McEnery, Susan Hampshire—English-made

FOLLOW ME, BOYS—(TC)—Fred MacMurray, Vera Miles, Charlie Ruggles

JUNGLE BOOK, THE—(TC)—Cartoon Feature

LT. ROBIN CRUSOE, U.S.N.—(TC)—Dick Van Dyke, Nancy Kwan

UGLY DACHSHUND, THE—(TC)—Dean Jones, Suzanne Pleshette

COLUMBIA

DISTRIBUTED DURING THE PAST 12 MONTHS

APACHE GOLD—W—91m.—(CS; EC)—Lex Barker, Marie Versini—5321 (9-1-65)—Okay lower half western—Filmed abroad; dubbed into English

ARIZONA RAIDERS—W-88m.—(TC; TS)—Audie Murphy, Gloria Talbott—5305 (8-4-65)—Good western entry with color added

65015 BABY, THE RAIN MUST FALL—D-100m.—Lee Remick, Steve McQueen—5245 (1-20-65)—Good drama suffers from some slow spots

65026 CAT BALLOU—CW-96m.—(C)—Jane Fonda, Lee Marvin, Michael Callan—5281 (5-12-65)—Off-beat western is cute and comic

65011 CODE 7, VICTIM 5—MD—88m.—(TS; TC)—Lex Barker, Ann Smyrner—5229 (11-18-64)—Good program entry—Filmed in South Africa

COLLECTOR, THE—D-119m.—(TC)—Terence Stamp, Samantha Eggar—5285 (5-26-65)—Intriguing, off-beat drama

65009 CURSE OF THE MUMMY'S TOMB, THE—MD-81m.—(TS; TC)—Terence Morgan—5249 (2-3-65)—Exploitable horror entry—English-made

65020 DIE, DIE, MY DARLING—MD-97m.—(EC)—Tallulah Bankhead, Stefanie Powers, Maurice Kaufman—5273 (4-14-65)—Good suspense shocker for horror fans—English-made

65013 EAST OF SUNDAN—MD-84m.—(TS; TC)—Anthony Quale, Sylvia Syns—5253 (2-17-65)—Well made escape yarn has Kipling flavor—English-made

65008 FINEST HOURS, THE—DOC.-114m.—(C)—Narrated by Orson Welles—5217 (10-7-64)—Highly interesting documentary on Sir Winston Churchill ranks with best—English-made

65012 FIRST MEN IN THE MOON—MD-103m.—(PV; Lunacolor)—Edward Judd, Lionel Jeffries, Martha Hyer—5221 (10-21-64)—Good science fiction entry—Filmed in England

66002 GENGHIS KHAN—MD-124m.—(PV; TC) Omar Sharif, Stephen Boyd, James Mason, Francoise Dorleac—5277 (4-28-65)—Impressive adventure entry—Filmed abroad

65010 GORGON, THE—MD-83m.—(EC)—Peter Cushing, Christopher Lee—5249 (2-3-65)—Okay horror entry—English-made

GREAT SIOUX MASSACRE, THE—MD—91m.—(CS;PC)—Joseph Cotten, Pilip Carey, Nancy Kovack—5329 (10-6-65)—Okay programmer

HARVEY MIDDLEMAN, FIREMAN—C-75m.—(C)—Gene Troobnick, Hermione Gingold—5301 (7-21-65)—Simple, amusing offering has satiric bite

LITTLE ONES, THE—MD—66m.—Carl Gonzales, Kim Smith—5325 (9-22-65)—Good programmer-English-made

66001 LORD JIM—D-154m.—(Super Panavision 70; (TC)—Peter O'Toole, James Mason, Curt Jurgens, Daliah Lavi—5257 (3-3-65)—Conrad novel makes for fascinating adventure—Filmed abroad

65017 LOVE HAS MANY FACES—D-105m.—(EC)—Lana Turner, Cliff Robertson, Hugh O'Brian—5253 (2-17-65)—Highly lavish tale for the ladies

65018 MAJOR DUNDEE—MD-124m.—(PV; EC)—Charlton Heston, Richard Harris, Senta Berger—5261 (3-17-65)—Entertaining, action-packed chase film

MICKEY ONE—D—93m.—Warren Beatty, Hurd Hatfield, Alexandria Stewart—5329 (10-6-65)—Unusual offering needs special attention

65016 OUTLAWS IS COMING, THE—C-89m.—Three Stooges, Nancy Kovack—5245 (1-20-65)—Okay entry for kiddie and family trade

THESE ARE THE DAMNED—D-77m.—(Hammerscope)—Macdonald Carey, Shirley Anne Field, Viveca Lindfors—5301 (7-21-65)—Adequate supporting fare—English-made

66004 SHIP OF FOOLS—D—150m.—Vivien Leigh, Simone Signoret, Jose Ferrer—5281 (5-12-65)—A shipload of strangers on a voyage provides interesting film fare .

65021 SYNANON—D-107m.—Edmond O'Brien, Chuck Connors, Stella Stevens, Alex Cord—5282 (5-12-65)—Gripping, well-made drama on effort to aid drug addicts

TREASURE OF SILVER LAKE—W—82m.—(CS; EC)—Lex Barker, Karin Dor—5321 (9-1-65)—Fair western—Filmed abroad

65014 WORLD WITHOUT SUN—DOC-93m.—(C)—Produced by Jacques-Yves Cousteau—5241 (12-30-64)—Fairly interesting under-sea documentary

COMING

ALVAREZ KELLY—(PV; C)—William Holden, Richard Widmark, Janice Rule

BUNNY LAKE IS MISSING—(PV)—Laurence Olivier Carol Linley—English-made

BEDFORD INCIDENT, THE—Richard Widmark, Sidney Poitier, James MacArthur

BORN FREE—(PV; C)—Bill Travers, Virginia McKenna

BRIGAND OF KANDAHAR, THE—(C)—Ronald Lewis, Yvonne Romain, Oliver Reed

CABRIOLA—(C)—Marisol, Angel Peralta—Spanish-made

CENTURIONS, THE—(PV; C)—Anthony Quinn, Claudia Cardinale

CHASE, THE—(PV; C)—Marlon Brando, Jane Fonda

FOG—(EC)—John Neville, Donald Houston—English-made

FRONTIER HELLCAT—(CS; C)—Elke Sommer, Stewart Granger

HEROES OF TELEMARK—(PV; C)—Kirk Douglas, Richard Harris

KING RAT—George Segal, Tom Courtenay, James Fox

LAST OF THE RENEGADES—(CSiC)—Lex Barker

LIFE AT THE TOP—Laurence Harvey, Jean Simmons—English-made

LITTLE PRINCE AND THE EIGHT-HEADED DRAGON, THE—(S; C)—Japanese-Made Feature Cartoon

MAGIC WORLD OF TOPO GIGIO, THE—(C)—The Italian Mouse

MOTHER SUPERIOR—(C)—Rosalind Russell, Hayley Mills, Binnie Barnes

NIGHT OF THE TIGER, THE—(C)—Chuck Connors

SILENCERS, THE—(PV; C)—Dean Martin, Stella Stevens

WINTER A-GO-GO—(C)—James Stacy, Jill Donohue

WRONG BOX, THE—(C)—John Mills, Ralph Richardson—English-made

YOU MUST BE JOKING—Michael Callan, Terry-Thomas-English-made

CONTINENTAL (WALTER READE-STERLING, INC.)

AGENT 8¾—C-98m.—(C)—Dirk Bogarde, Sylva Koscina—5301 (7-21-65)—Amusing espionage entry—English-made

BEBO'S GIRL—D-94m.—Claudia Cardinale, George Chakiris—5237 (12-16-64)—Fair import—Italian-made; English titles

CIRCLE OF LOVE—D-105m.—(EC)—Jane Fonda, Maurice Ronet, Catherine Spaak—5269 (3-31-65)—Affairs of the bedroom best suited for adult art and exploitation spots—Filmed abroad; dubbed in English

LOVE GODDESSES, THE—COMP.-82m.—Stars of yesteryear—5258 (3-3-65)—Exploitable, moderately successful compilation of film clips

LUCK OF GINGER COFFEY, THE—D-100m.—Robert Shaw, Mary Ure—5217 (10-7-64)—Good entry for art and specialty spots—Filmed in Canada

MEDITERRANEAN HOLIDAY—TRAV-128m.—(CS; TC)—Narration by Burl Ives—5221 (10-21-64)—Excellent travelogue

RATTLE OF A SIMPLE MAN—CD-96m.—Harry H. Corbett, Diane Cilento—5237 (12-16-64)—Good entry for adult art house audiences—English-made

SLAVE TRADE IN THE WORLD TODAY—DOC.-86m.—(EC)—Produced by Meleno Malenotti—5233 (12-3-64)—Interesting documentary—Filmed abroad

COMING

OMICRON—Renato Salvatori
TIME OF INDIFFERENCE—Claudia Cardinale, Shelley Winters, Rod Steiger
WORLD'S GREATEST SWINDLES—International Cast

EMBASSY

ADVENTURES OF SCARAMOUCHE, THE—MD-98m.—(C)—Gerard Barray, Gianna Maria Canale—5233 (12-3-64)—Okay swashbuckler for the program—French-Italian made; dubbed in English
BOUNTY KILLER, THE—W-92m.—(TC;TS)—Dan Duryea, Rod Cameron, Audrey Dalton—5294 (6-23-65)—Okay western program
CASANOVA '70—C-113m.—(C)—Marcello Mastroianni, Virna Lisi—5305 (8-4-65)—Fun and romance Italian style Italian-made; English titles.
CONTEMPT—D-99m.—(C-FS)—Brigitte Bardot, Jack Palance, Michel Piccoli—5218 (10-7-64)—Uneven effort has highbrow appeal. Bardot name—French-made
DARLING—D—122m.—Laurence Harvey, Dirk Bogarde, Julie Christie—5309 (8-18-65)—Intriguing entry for adults—English-made
DINGAKA—MD-98m.—(C)—Stanley Baker, Juliet Prowse—5285 (5-26-65)—Off beat tale of African native's search for vengeance is okay programmer—Filmed abroad
FASCIST, THE—CD-102m.—Ugo Tognazzi, Georges Wilson—5297 (7-7-65)—Amusing tale of ironies of war—Italian-made; English titles
IL SUCCESSO—D-103m.—Vittorio Gassman, Anouk Aimee—5286 (5-26-65)—Interesting import—Italian-made; English titles
KIMBERLEY JIM—D-82m.—(WS; C)—Jim Reeves, Madeleine Usher—5278 (4-28-65)—Pleasant programmer—Filmed abroad
LET'S TALK ABOUT WOMEN—CD-109m.—Vittorio Gassman—5218 (10-7-64)—Title reveals all and men should like what they see—Italian-made; English titles
LITTLE NUNS, THE—CD—101m.—Catherine Spaak, Didi Perego, Umberto D'Orsi—5324 (9-22-65)—Cute offering for program —Filmed abroad; dubbed in English
MARRIAGE ITALIAN STYLE—D-102m.—(EC)—Sophia Loren, Marcello Mastroianni—5241 (12-30-64)—Interesting import with potent names—Italian-made; English titles
ONLY ONE NEW YORK—DOC.-75m.—Narrated by Norman Rose—5218 (10-7-64)—Absorbing, well-made documentary
REQUIEM FOR A GUNFIGHTER—W-91m.—(TS; TC)—Rod Cameron, Stephen McNally—5297 (7-7-65)—Fair western
SANTA CLAUS CONQUERS THE MARTIANS—FAN—80m.—(EC)—Leonard Hicks, John Call—5230 (11-18-64)—Cute seasonal entry for the kiddies
SEASIDE SWINGERS—CMU-94m.—(CS; TC)—John Leyton, Mike Sarne, Freddie and the Dreamers—5289 (6-9-65)—Amusing programmer aimed at teens—English-made
SECRET OF MAGIC ISLAND, THE—NOV-63m.—(EC)—Narration by Philip Tonken—5278 (4-28-65)—Cute bit of fluff strictly for kiddies—French-made
THREE PENNY OPERA—MU-83m.—(EC)—Curt Jurgens, Hildegarde Neff, Sammy Davis Jr.—5237 (12-16-64)—Mediocre film of famous stage offering—German-made; dubbed in English

COMING

BILLY THE KID VS DRACULA—(C)—John Carradine, Chuck Courtney
CAT, THE—(WS; C)—Dwayne Redland, Peggy Ann Gardner
DAYDREAMER, THE—(Live Action and Animagic)—Jack Gilford
GITI—(WS; TC)—Jack Chaplain, Heather North
ITALIANO BRAVA GENTE—Arthur Kennedy, Peter Falk
OSCAR, THE—(WS; C)—Stephen Boyd, Elke Sommer, Milton Berle
PARANOIA—Marcello Mastroianni, Catherine Speak
TENTH VICTIM, THE—Marcello Mastroianni, Ursula Andress, Elsa Martinelli
TRAMPLERS, THE—(CS; EC)—Gordon Scott, Joseph Cotten
VILLAGE OF THE GIANTS—(EC)—Tommy Kirk, Charla Doherty

MGM DISTRIBUTED DURING THE PAST 12 MONTHS

508 **AMERICANIZATION OF EMILY, THE**—CD-115m.—James Garner, Julie Andrews, Melvyn Douglas—5225 (11-4-64)—Solid entertainment for adult audiences
6519 **CLARENCE, THE CROSS-EYED LION**—C-98m.—(MC)—Marshall Thompson, Betsy Drake—5254 (2-17-65)—Whimsical farce is fine family offering
512 **GET YOURSELF A COLLEGE GIRL**—CMU-86m.—(MC)—Mary Ann Mobley, Chad Everett, Willard Waterman—5233 (12-3-64) —Watusi dance fling for teenagers
6518 **GIRL HAPPY**—CMU-96m.—(PV; MC)—Elvis Presley, Shelley Fabares—5246 (1-20-65)—Okay Presley entry
GREAT SPY MISSION, THE—See Operation Crossbow
GREED IN THE SUN—MD—112m.—(CS)—Jean-Paul Belmondo, Andrea Parisy—5325 (9-22-65)—Neat adventure import—French-made; English titles
6522 **GUNFIGHTERS OF CASA GRANDE**—W-92m.—(CS;MC)—Alex Nicol, Diana Lorys—5274 (4-14-65) Big scale western lacking in names—Filmed abroad
6521 **HERCULES, SAMSON AND ULYSSES**—MD-85m.—(EC)—Kirk Morris, Richard Lloyd—5282 (5-12-65)—Italian-made spectacle with legendary heroes—Italian-made; dubbed in English
6609 **HILL, THE**—D—120m.—Sean Connery, Harry Andrews, Ian Bannen—5329 (10-6-65)—Pewerful, grim drama of life in a military prison—English-made
6523 **HYSTERIA**—MD-86m.—Robert Webber, Lelia Goldoni—5269 (3-31-65)—Muddled meller for program—English-made
6524 **JOY IN THE MORNING**—D-103m.—(MC)—Richard Chamberlain, Yvette Mimieux—5261 (3-17-65)—Romantic drama should have strong appeal for young adults
506 **JOY HOUSE**—MD-98m.—(Franscope)—Jane Fonda, Lola Albright, Alain Delon—5225 (11-4-64)—Okay adult programmer—Made In France
LAUREL AND HARDY'S LAUGHING '20's—COMP—91m.—Laurel and Hardy—5309 (8-18-65)—Nostalgic Robert Youngson compilation of old comedies provides laughs
515 **LILI**—D-81m.—(TC)—Leslie Caron, Mel Ferrer, Jean Pierre Aumont—5226 (11-4-64)—Reissue of high rating romantic drama for class and art spots—Reissue
6602 **ONCE A THIEF**—MD—107m.—(PV)—Alain Delon, Ann-Margret, Van Heflin—5321 (9-1-65)—Effective tale of a loser
6529 **OPERATION CROSSBOW (THE GREAT SPY MISSION)**—D-116m.—(PV, MC)—Sophia Loren, George Peppared, Trevor Howard—5274 (4-14-65)—Well-made, exciting tale of espionage in war
6507 **OUTRAGE, THE**—97m.—(PV)—Paul Newman, Claire Bloom, Laurence Harvey—5219—(10-7-64)—Top cast adds interest to "search for truth" drama
6514 **QUICK BEFORE IT MELTS**—C-98m.—(PV; MC)—George Maharis, Anjanette Comer, Robert Morse—5238 (12-16-64)—Amusing comedy
6516 **ROUNDERS, THE**—C-85m.—(PV; MC)—Glenn Ford, Henry Fonda—5246 (1-20-65)—Adult western horse story
6520 **SANDOKAN THE GREAT**—MD-110m.—(TS; TC)—Steve Reeves—5274 (4-14-65)—Action packed jungle adventure—Italian-made; dubbed in English
SANDPIPER, THE—D-116m.—(PV; MC)—Elizabeth Taylor, Richard Burton—5297 (7-7-65)—Lush Taylor-Burton love story is boxoffice natural
6604 **SECRET OF MY SUCCESS, THE**—C—112m.—(PV;C)—Shirley Jones, Stella Stevens, James Booth—5330 (10-6-65)—Cute comedy—Filmed abroad
6526 **SHE**—MD-106m.—(CS; TC)—Ursula Andress, John Richardson—5274 (4-14-65)—Large scale film version of famous novel is exploitable—English-made
6515 **SIGNPOST TO MURDER**—D-79m.—(PV)—Stuart Whitman, Joanne Woodward—5238 (12-16-64)—Bizarre whodunit for program —English-made
513 **36 HOURS**—D-115m.—(PV)—James Garner, Rod Taylor, Eva Marie Saint—5233 (12-3-64)—Interesting drama
VICE AND VIRTUE—MD—103m.—Annie Girardot, Catherine Deneuve, Robert Hossein—5262 (3-17-65)—Nazis in occupied France subject of strong Roger Vadim film—French-made; dubbed in English
YELLOW ROLLS-ROYCE, THE—122m.—(MC; PV)—Rex Harrison Shirley MacLaine, Ingrid Bergman, Omar Shariff—5246 (1-20-65) —Names should make this episodic offering a boxoffice natural—English-made
6517 **YOUNG CASSIDY**—D-110m.—(TC)—Rod Taylor, Flora Robson—5258 (3-3-65)—Fine drama for discriminating audiences—Made in England
505 **YOUNG LOVERS, THE**—D-108m.—Peter Fonda, Sharon Hugueny, Nick Adams—5222 (10-21-64)—Adult drama of college love should attract.
509 **YOUR CHEATIN' HEART**—MUd-99m.—(PV)—George Hamilton, Susan Oliver, Red Buttons—5222 (10-21-64)—Country music entry is fair programmer
6525 **ZEBRA IN THE KITCHEN**—CD-93m.—(MC)—Jay North, Martin Milner, Joyce Meadows—5262 (3-17-65)—Okay family picture especially for kid matinees

COMING

ALPHABET MURDERS, THE—Tony Randall, Anita Ekberg—English-made
AROUND THE WORLD UNDER THE SEA—(Panavision 65, MC)—Lloyd Bridges, Brian Kelly, Shirley Eaton
CINCINNATI KID, THE—(MC)—Steve McQueen, Tuesday Weld, Ann-Margret
DOCTOR ZHIVAGO—(PV; MC)—Omar Sharif, Rita Tushingham, Tom Courtenay, Alec Guinness
GLASS BOTTOM BOAT, THE—(PV, MC)—Doris Day, Rod Taylor
HARUM SCARUM—(PV; MC)—Elvis Presley, Mary Ann Mobley
HOTEL PARADISO—(PV; C)—Alec Guinness, Gina Lollobrigida
LIQUIDATOR, THE—(PV; MC)—Rod Taylor, Trevor Howard, Jill St. John—English-made
LADY L—(PV)—Sophia Loren, Paul Newman, David Niven

F

Face of Fu Manchu, The........		For.
Face of the Screaming Werewolf		Misc
Family Jewels, The	A1	Par.
Fanny Hill........................		For.
● Fantastic Voyage		Fox
Fascist, The		EMB.
Father Goose	A1	U
Ferry Cross The Mercey	A1	UA
Fiendish Ghouls, The............		For.
• Fighting Prince of Donegal, The.		BV
• Finger On The Trigger		AA
• Fine Madness, A		WB
Finest Hours, The	A1	Col.
First Men In The Moon	A1	Col.
• Flight Of The Phoenix, The		Fox
Flower Drum Song-Re	A2	U
Fluffy	A1	U
● Fog		Col.
● Follow Me, Boys		BV
Fool Killer, The A2		AA-Land
Fort Courageous	B	Fox
Four Days In November	A1	UA
● Frankentstein Meets The Giant Devil Fish		A-I
• Frankenstein Meets the Space Monsters		AA
• Frankie and Johnny		UA
● Frontier Hellcat		Col.
• Funny Thing Happened On The Way To The Forum, A		UA

G

Genghis Khan	A3	Col.
● Gentle Rain, The		AA
Get Yourself A College Girl ...	B	MGI
● Ghost And Mr. Chicken, The ...		U
Girl Happy	B	MG
Girls On The Beach	B	Par.
● Giti	A1	EMI
● Glass Bottom Boat, The		MGI
Glory Guys, The	A2	UA
Go-Go Big Beat		For.
Go Go Mania	A1	A-I
Goldfinger	A3	UA
Goodbye Charlie	A3	Fox
Gorgon, The	A2	Col.
Great Race, The	A1	WB
Great Sioux Massacre, The	A2	Col.
Greatest Story Ever Told, The....	A1	UA
Greed In The Sun	A3	MGI
● Group, The		UA
Great Spy Mission, The (See Operation Crossbow)		MGI
Guide, The	A3	For.
Gunfighters, At Casa Grande	A2	MG
Gunmen Of The Rio Grande ..		AA
● Gunpoint		U
Guns Of August	A1	U

H

Hallelujah Trail, The	A1	UA
Hamlet	A1	WB
● Harum Scarum		MGI
Harlow	B	Misc.
Harlow	A3	Par.
Harvey Middleman, Fireman	A2	Col
Having A Wild Weekend	A3	WB
● Hawaii		UA
Help!	A1	UA
Hercules, Samson and Ulysses ..	A1	MGI
Hercules vs The Giant Warriors		For.
● Heroes Of Telemark		Col.
High Infidelity	C	For.
High Wind In Jamaica, A	A2	Fox
Hill, The..........................		MGI
Horrors Of Spider Island.......		Misc
Horrible Dr. Hichcock, The		For.
Horror Of It All, The	A2	Fox
● Hot Spy, Cold Corpse		AA
● Hotel Paradiso		MGI
Hours Of Love, The		For.
How To Murder Your Wife	A3	UA
• How To Steal A Million Dollars And Live Happily Ever After ...		Fox
How To Stuff A Wild Bikini	B	A-I
● Human Duplicators		AA
Hush, Hush, Sweet Charlotte ...	A3	Fox
Hysteria	A3	MG

I

• Idol, The		Par.
I Saw What You Did	A3	U
I'll Take Sweden	B	UA
Il Successo	A3	EM
Image Of Love	C	Mis
Imitation Of Life-Re	A3	U
● Incident At Phantom Hill, The..	A1	U
In Harm's Way	B	Par.
Inheritance, The		Misc
● Inside Daisy Clover		WB
● Italiano Brava Gente		EM
Invitation To a Gunfighter	A3	UA
Ipcress File, The	A2	U
• Is Paris Burning?		Par.

J

John Goldfarb, Please Come Home	B	Fox

oy House	B	MGM
oy In The Morning	A3	MGM
udith		Par.
ungle Book, The		BV

K

hartoum		UA
id Rodelo		Par.
ing And Country		AA-Landau
imberley Jim	A2	Emb.
ing Rat		Col.
iss Me, Stupid	C	Misc.
itten With A Whip	B	U
nack, The	A4	UA

L

a Boheme		WB
ady L		MGM
ast Man On Earth, The	A2	AI
ast of the Renegades		Col.
ast Woman of Shang, The		For.
aurel and Hardy's Laughing 20's	A1	MGM
et's Talk About Women	C	Emb.
t. Robin Crusoe, U.S.N.		BV
ife At The Top		Col.
ife in Danger, A	A2	AA
ife Upside Down		For.
ill-RE	A2	MGM
iquidator, The		MGM
ttle Nuns, The	A1	Emb.
ttle Ones, The		Col.
ittle Prince And The ight-Headed Dragon, The		Col.
iving It Up-Re	A1	Par.
ord Jim	A2	Col.
ord Love A Duck		UA
ost World Of Sinbad	B	A-1
ove And Kisses	A2	U
ove A La Carte	A4	For.
ove Goddesses	C	Cont.
ove Has Many Faces	B	Col.
oved One, The	B	MGM
uck Of Ginger Coffey, The	A3	Cont.

M

ad Executioneers, The		Par.
me Olga's Massage Parlor		Misc.
adame X		U
ade In Paris		MGM
aedchen In Uniform		For.
agic Weaver, The		AA
agic World of Topo Giglo, The	A1	Col.
ajor Dundee	A2	Col.
ale Hunt	B	For.
an Could Get Killed, A		U
an From Button Willow, The	A1	Misc.
an In The Dark	A3	U
an Who Couldn't Walk, The		For.
ara Of The Wilderness	A1	AA
erriage-Italian Style	A4	Emb.
arriage On The Rocks		WB
arried Woman, The		For.
asquerade	A2	UA
aya		MGM
cHale's Navy Joins the Air Force	A1	U
editerranean Holiday	A1	-Cont.
ickey One		Col.
irage	A2	U
ister Buddwing		MGM
ister Moses	A2	UA
odel Murder Case, The		For.
odesty Blaise		Fox
oment Of Truth, The	A4	For.
oment To Moment		U
onkey's Uncle, The	A1	BV
oney Trap, The	B	MGM
oro Witch Doctor	A2	Fox
orituri (The Saboteur)	A3	Fox
other Superior		Col.
oving Target, The		WB
urieta	A1	WB
utiny in Outer Space		AA
y Baby Is Black		For.
y Blood Runs Cold	A2	WB
y Fair Lady	A1	WB
y Wife's Husband	A3	For.

N

aked Brigade, The	A2	U
aked Kiss, The	A3	AA
aked Prey, The	B	Par.
anny, The		Fox
asty Rabbit, The		Misc.
evada Smith		Par.
ever Too Late		WB
ew Angels, The	C	For.
ew World, A		UA
ight Of The Tiger, The		Col.
ight Train To Paris	A2	Fox
ight Walker, The	A2	U
ightmare In The Sun	A3	Misc.
obdoy Waved Goodbye	A2	For.
one But The Brave	A2	WB
ot on Your Life		For.
othing But A Man	A3	Misc.

LOVED ONE, THE—(PV)—Robert Morse, Jonathan Winters, Anjanette Comer

MADE IN PARIS—(PV; MC)—Ann-Margret, Louis Jourdan

MAYA—(PV; MC)—Clint Walker, Jay North

MISTER BUDDWING—(PV)—James Garner, Jean Simmons, Suzanne Pleshette

MONEY TRAP, THE—(PV)—Glenn Ford, Elke Sommer

PASSPORT TO OBLIVION—(PV)—David Niven, Francoise Doriec

PATCH OF BLUE, A—(PV)—Sidney Poitier, Shelley Winters

SEVEN WOMEN—(PV; MC)—Anne Bancroft, Sue Lyon, Margaret Leighton

SINGING NUN, THE—Debbie Reynolds, Chad Everett, Ricardo Montalban, Greer Garson

SON OF A GUNFIGHTER—(CS; C)—Russ Tamblyn, Kieron Moore

13—Kim Novak, David Niven, Flora Robson

WHEN THE BOYS MEET THE GIRLS—Connie Francis, Harve Presnell, Joby Baker

---

PARAMOUNT DISTRIBUTED DURING THE PAST 12 MONTHS

6420 **AMOROUS ADVENTURES OF MOLL FLANDERS, THE**—C-126m.—(PV;TC)—Kim Novak, Richard Johnson, Angela Lansbury—5286 (5-26-65)—Naughty but nice funfest for adults—Made in England

BEACH BALL—CMU—83m.—(TC)—Edd Byrnes, The Supremes—5330 (10-6-65)—Okay entry for teen set

6414 **BLACK SPURS**—W-81m.—(TC; TS)—Rory Calhoun, Terry Moore, Linda Darnell, Scott Brady—5282 (5-12-65)—Satisfactory action for western fans with names to help

6407 **BOY TEN FEET TALL, A**—D-88m.—(CS; TC)—Edward G. Robinson, Constance Cummings, Fergus McClelland—5246 (1-20-65)—Interesting entry for young and old alike—Filmed abroad

R6505 **BREAKFAST AT TIFFANY'S**—C—115m.—(TC)—Audrey Hepburn, George Peppard—5322 (9-1-65)—Reissue of sophisticated entry is best for big city spots

R6402 **CADDY, THE**—C-95m.—Dean Martin, Jerry Lewis—5222 (10-21-64)—Reissue should have Martin-Lewis appeal—Reissue

6410 **CRACK IN THE WORLD**—MD-96m.—(TC)—Dana Andrews, Janette Scott—5254 (2-17-65)—Good science fiction entry

6406 **DISORDERLY ORDERLY, THE**—C-90m.—(TC)—Jerry Lewis, Susan Oliver—5238 (12-16-64)—Typical Jerry Lewis farce primarly for kids

6415 **DR. TERROR'S HOUSE OF HORRORS**—D-98m.—(TC)—Peter Cushing, Christopher Lee—5275 (4-14-65)—Off-beat horror entry has interest—English-made.

6422 **FAMILY JEWELS, THE**—C-100m.—(TC)—Jerry Lewis, Donna Butterworth—5294 (6-23-65)—Typical Lewis zaniness strictly for his fans

6419 **GIRLS ON THE BEACH, THE**—MU-80m.—(TC)—Martin West, Noreen Corcorah, The Crickets, The Beach Boys, Lesley Gore—5282 (5-12-65)—Bikinis plus rock 'n' roll add up to teen fun

6423 **HARLOW**—D-125m.—(PV; TC)—Carroll Baker, Martin Belsam, Red Buttons—5297 (7-7-65)—Well-made, interesting biofilm about yesterday's love goddess

6418 **IN HARM'S WAY**—D-165m.—(PV)—John Wayne, Kirk Douglas, Patricia Neal—5269 (3-31-65)—Impressive entertainment should register well with general audiences

R6502 **LIVING IT UP**—CMU—95m.—(TC)—Dean Martin, Jerry Lewis, Janet Leigh—5322 (9-1-65)—High rating comedy reissue

R6501 **PARDNERS**—C—88m.—(TC)—Dean Martin, Jerry Lewis, Lori Nelson—5322 (9-1-65)—Amusing reissue of western spoof has names, laughs and music

R6408 **PSYCHO**—MD-109m.—Anthony Perkins, Vera Miles, John Gavin, Janet Leigh—5247 (1-20-65)—Reissue is rare experience in horror—(Reissue)

6510 **REVENGE OF THE GLADIATORS**—MD—100m.—(TC;TS)—Roger Browne—5326 (9-22-65)—Action entry okay for program—Filmed abroad; dubbed in English

6405 **ROUSTABOUT**—CMU—101m.—(TS; TC)—Elvis Presley, Barbara Stanwyck, Joan Freeman—5230 (11-18-64)—Okay Presley musical for his fans

R6506 **SABRINA**—CD—113m.—Humphrey Bogart, Audrey Hepburn, William Holden—5322 (9-1-65)—High rating reissue

SEVEN SLAVES AGAINST THE WORLD—MD—96m.—(TS;TC)—Roger Browne—5331 (10-6-65)—Will please kids and action fans —Italian-made; dubbed in English

SITUATION HOPELESS—BUT NOT SERIOUS—CD—97m.—Sir Alec Guinness, Michael Connors, Robert Redford—5330 (10-6-65) —Entertaining entry—Filmed abroad

6513 **SKULL, THE**—D—83m.—(TC; TS)—Peter Cushing, Christopher Lee, 5322 (9-1-65)—Interesting horror entry—Filmed abroad

6421 **SONS OF KATIE ELDER, THE**—W-122m.—(PV; TC)—John Wayne, Dean Martin, Martha Hyer—5298 (7-7-65)—Very good big scale western

6409 **SYLVIA**—D-115m.—Carroll Baker, George Maharis, Edmond O'Brien—5249 (2-3-65)—Interesting drama for adults

6512 **TOWN TAMER**—W-89m.—(TC; TS)—Dana Andrews, Terry Moore, Pat O'Brien—5302 (7-21-65)—Okay western

6404 **WHERE LOVE HAS GONE**—D-114m.—(TS; TC)—Susan Hayward, Bette Davis, Michael Connors, Joey Heatherton—5222 (10-21-64)—Adult drama with particular appeal for women has big boxoffice potential

R6413 **WORLD OF SUZIE WONG, THE**—D-129m.—(TC)—William Holden, Nancy Kwan—5262 (3-17-65) High rating, colorful screen version of hit book and play—Reissue

6411 **YOUNG FURY**—W-80m.—(TS; TC)—Rory Calhoun, Virginia Mayo, John Agar—5249 (2-3-65)—Okay western for program

R6403 **YOU'RE NEVER TOO YOUNG**—C-102m.—(TC)—Dean Martin, Jerry Lewis—5222 (10-21-64)—Reissue is better Martin and Lewis comedy—Reissue

COMING

ALFIE—(TS; TC)—Michael Caine, Shelly Winters—English-made

APACHE UPRISING—(TS; TC)—Rory Calhoun, Corinne Calvert, Lon Chaney

ASSAULT ON A QUEEN—(TC)—Frank Sinatra, Virna Lisi, Tony Franciosa

BOEING—BOEING—(TC)—Jerry Lewis, Tony Curtis

IDOL, THE—Jennifer Jones, John Leyton—English-made

IS PARIS BURNING?—(PV)—Kirk Douglas, Leslie Caron

JUDITH—(PV; TC)—Sophia Loren, Peter Finch, Jack Hawkins

KID RODELO—Don Murray, Janet Leigh, Broderick Crawford

MAD EXECUTIONERS, THE—Hansjorg Felmy, Maria Perschy—Foreign-made

NEVADA SMITH—(PV; EC)—Steve McQueen, Karl Malden

PARADISE, HAWAIIAN STYLE—(TC)—Elvis Presley

PROMISE HER ANYTHING—(TC)—Warren Beatty, Leslie Caron—English-made

OH DAD, POOR DAD, MAMA'S HUNG YOU IN THE CLOSET AND I'M FEELING SO SAD—(TC)—Rosalind Russell, Robert Robert Morse, Jonathan Winters.

NAKED PREY, THE—(PV; TC)—Cornel Wilde

RED LINE 7000—(TC)—Gail Hire, James 'Skip' Ward, Laura Devon

SANDS OF THE KALAHARI—(PV; EC)—Stuart Whitman, Stanley Baker, Susannah York

SECONDS—Rock Hudson, Salome Jens

SLENDER THREAD, THE—Sidney Poitier, Anne Bancroft

SPY WHO CAME IN FROM THE COLD, THE—Richard Burton, Claire Bloom

---

20TH CENTURY-FOX DISTRIBUTED DURING THE PAST 12 MONTHS

566 **AGONY AND THE ECSTASY, THE**—D—140m.—(Todd-AO; DC)—Charlton Heston, Rex Harrison, Diane Cilento—5326 (9-22-65)—High rating roadshow drama about Michelangelo and his works

425 **APACHE RIFLES**—MD—92m.—(DC)—Audie Murphy, Linda Lawson—5230 (11-18-64)—Okay program entry

430 **BACK DOOR TO HELL**—MD-68m.—Jimmie Rodgers, Jack Nicholson—5234 (12-3-64)—Okay programmer

517 **CURSE OF THE FLY, THE**—(CS)—D—86m.—Brian Donlevy, Carole Gay—5322 (9-1-65)—Okay programmer—English-made

503 **DEAR BRIGITTE**—C-100m.—(CS; DC)—James Stewart, Billy Mumy, Brigitte Bardot—5250 (2-3-65)—Amusing comedy

518 **DEVILS OF DARKNESS**—D—88m.—(DC)—William Sylvester, Hubert Noel, Tracy Reed—5322 (9-1-65)—Interesting programmer on the supernatural—Filmed abroad

424 **EARTH DIES SCREAMING, THE**—MD-62m.—Willard Parker, Virginia Field—5226 (11-4-64)—Okay science fiction meller for duallers—English-made

516 **FORT COURAGEOUS**—W—72m.—Fred Bier, Donald Barry, Hanna Landy—5278 (4-28-65)—Okay Programmer

428 **GOODBYE CHARLIE**—C-117m.—(CS; DC)—Tony Curtis, Debbie Reynolds, Pat Boone—5226 (11-4-64)—Cute comedy with potent cast

513 **HIGH WIND IN JAMAICA, A**—D-104m.—(CS;DC)—Anthony Quinn, Lila Kedrova, James Coburn—5286 (5-26-65)—Off-beat drama can go art or regular

422 **HORROR OF IT ALL, THE**—CMD-76m.—Pat Boone, Erica Rogers—5222 (10-21-64)—Good comedy thriller for duallers—English-made

504 **HUSH, HUSH, SWEET CHARLOTTE**—D-133m.—Bette Davis, Olivia de Havilland, Joseph Cotten, Agnes Moorehead—5247 (1-20-65)—Highly effective horror entry

507 **JOHN GOLDFARB, PLEASE COME HOME**—C-96m.—(CS; DC)—Shirley MacLaine, Peter Ustinov, Richard Crenna—5230 (11-18-64)—Wacky comedy should prove effective crowd pleaser

431 **MORO WITCH DOCTOR**—MD—61m.—Jock Mahoney, Margia Dean—5230 (11-18-64)—Fair programmer—Filmed in the Philippines

520 **MORITURI (THE SABOTEUR)**—D—123m.—Marlon Brando, Yul Brynner, Janet Margolin—5302 (7-21-65)—Tense drama of adventure and intrigue on a doomed ship

420 **NIGHT TRAIN TO PARIS**—MD-65m.—Leslie Nielsen, Alizia Gur—5219 (10-7-64)—Good action entry for program—English-made

502 **PLEASURE SEEKERS, THE**—CD-107m.—(CS; DC)—Ann-Margret, Tony Francisca, Carol Lynley—5242 (12-30-64)—Entertaining entry

427 **RAIDERS FROM BENEATH THE SEA**—MD-73m.—Ken Scott, Merry Anders—5247 (1-20-65)—Fair programmer

REWARD, THE—D—92m.—(CS; DC)—Max Von Sydow, Yvette Mimieux, Efram Zimbalist, Jr.—5326 (9-22-65)—Effective drama

426 **RIO CONCHOS**—W-107m.—(CS; DC)—Richard Boone, Stuart Whitman, ~~Wende Wagner—5219~~ (10-7-64)—Big scale western has fine cast, fast action

SABOTEUR, THE—See Morituri
555 **SOUND OF MUSIC, THE**—MU-174m.—(Todd-AO; DC)—Julie Andrews, Christopher Plummer, Eleanor Parker—5258 (3-3-65)—Highly entertaining and charming film version of stage musical—Filmed abroad
560 **THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES**—C-133m.—(Todd-AO-DC)—Stuart Whitman, Sarah Miles, Robert Morley—5289 (6-9-65)—Funny, colorful spectacle looks like solid popular entertainment.
514 **UP FROM THE BEACH**—D-99m.—(CS)—Cliff Robertson, Irina Demick, Marius Goring, Red Buttons—5289 (6-9-65)—Fairly interesting tale of people in war
515 **VON RYAN'S EXPRESS**—MD-117m.—(DC)—Frank Sinatra Trevor Howard—5286 (5-26-65)—Good action and suspense entry
508 **WAR PARTY**—W-72m.—Michael T. Mikler, Davey Davison, Donald Barry—5262 (3-17-65)—Okay Programmer
521 **WILD ON THE BEACH**—CMU—77m.—Frankie Randall, Sherry Jackson—5323 (9-1-65)—Mild rock 'n' roll entry for program
421 **WITCHCRAFT**—MD-79m.—Lon Chaney, Diana Clare, David Weston—5222 (10-21-64)—Good horror meller dualler—English made
ZORBA, THE GREEK—D-142m.—Anthony Quinn, Alan Bates, Irene Papas—5238 (12-16-64)—Fine drama—Filmed in Greece—International Classics

COMING

BLUE MAX, THE—George Peppard, James Mason, Ursula Andress
CONVICT STAGE—Harry Lautor, Donald Barry
DO NOT DISTURB—(CS; DC)—Doris Day, Rod Taylor
EL GRECO—Mel Ferrer, Rosanna Schiaffino
FANTASTIC VOYAGE—(CS; DC)—Stephen Boyd, Edmond O'Brien
FLIGHT OF THE PHOENIX, THE—James Stewart, Peter Finch, Ernest Borgnine
HOW TO STEAL A MILLION DOLLARS AND LIVE HAPPILY EVER AFTER—(PV; DC)—Audrey Hepburn, Peter O'Toole, Charles Boyer
MODESTY BLAISE—Dirk Bogarde, Terence Stamp
NANNY, THE—Bette Davis, Wendy Craig—English-made
OUR MAN FLINT—(CS; DC)—James Coburn, Gila Gulan, Lee J. Cobb
OUTLAWS OF RED RIVER, THE—George Montgomery
SPACE FLIGHT IC-1—Bill Williams—English-made
STAGECOACH—(CS; DC)—Ann-Margret, Michael Connors, Red Buttons
WEEKEND AT DUNKIRK—(DC)—Jean-Paul Belmondo, Catherine Spaak

UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

6514 **BILLIE**—CMU—87m.—(TC; TS)—Patty Duke, Warren Berlinger, Jim Backus—5323 (9-1-65)—Wholesome, heart-warming comedy for family trade—Chrislaw
6502 **FERRY CROSS THE MERSEY**—MU-86m.—Gerry and The Pacemakers—5250 (2-3-65)—Rock 'n' roll for teen-agers—English-made—(Brian Epstein)
6422 **FOUR DAYS IN NOVEMBER**—DOC-120m.—Narrated by Richard Basehart—5223 (10-21-64)—Well-made, thrilling documentary on President Kennedy assassination—Wolper
6511 **GLORY GUYS, THE**—CD-112m.—(PV; DC)—Tom Tryon, Harve Presnell, Senta Berger—5302 (7-21-65)—Lively outdoor yarn about Indian fighters—Levy-Gardner-Laven
6420 **GOLDFINGER**—MD—108m.—(TC)—Sean Connery, Gert Frobe, Honor Blackman—5231 (11-18-64)—Another boxoffice bonanza with Agent 007—English-made; Saltzman-Broccoli
6501 **GREATEST STORY EVER TOLD, THE**—D-194m.—(CN; TC)—Max Von Sydow, Dorothy McGuire, Charlton Heston—5254 (2-17-65)—A production of note—Stevens
6512 **HALLELUJAH TRAIL, THE**—C-167m.—(Cinerama; TC—Burt Lancaster, Lee Remick—5294 (6-23-65)—The west at its wildest makes for an unusual comic entry—Mirisch
6513 **HELP!**—CMU—90m.—(EC)—The Beatles—5310 (8-18-65)—Beatlemania strikes again—Shenson—Filmed abroad
6503 **HOW TO MURDER YOUR WIFE**—C-118m.—(TC)—Jack Lemmon, Vira Lisi, Terry-Thomas—5247 (1-20-65)—Fun entry is good for many laughs but could use trimming—Axelrod
6509 **I'LL TAKE SWEDEN**—C-96m.—(TC)—Bob Hope, Tuesday Weld, Frankie Avalon—5290—(6-9-65)—Hope, bikinis, and rock 'n' roll provide summer-weight fun—Small
6418 **INVITATION TO A GUNFIGHTER**—D-92m.—(DC)—Yul Brynner, Brad Dexter, Janice Rule—5223 (10-21-64)—Top performances assist moody western—Kramer
790 **KNACK, THE—AND HOW TO GET IT**—C-84m.—Rita Tushingham, Ray Brooks, Michael Crawford—5299 (7-7-65)—Wacky Comedy seems good bet for art and specialty spots—English-made—Lopert
6508 **MASQUERADE**—CAD-101m.—(EC)—Cliff Robertson, Jack Hawkins—5278 (4-28-65—Entertaining comedy adventure—Filmed abroad—Novus
6506 **MR. MOSES**—CD-113m.—(PV; TC)—Robert Mitchum, Carroll Baker—5275 (4-14-65)—Off-beat African adventure comedy is thoroughly entertaining—Ross-Talbot
6504 **RAGE TO LIVE, A**—D—101m.—(PV)—Suzanne Pleshette, Bradford Dillman, Ben Gazzara—5327 (9-22-65)—"Soap opera" type offering may be best for femmes—Mirisch
6505 **SATAN BUG, THE**—MD-114m.—(PV; DC)—George Maharis, Richard Basehart, Anne Francis—5262 (3-17-65)—Suspenseful yarn loaded with action and thrills—Mirisch-Kappa
6507 **TRAIN, THE**—D-133m.—Burt Lancaster, Paul Scofield, Jeanne Moreau—5259 (3-3-65)—High rating war-time adventure entry—Filmed In France
6510 **WHAT'S NEW PUSSYCAT?**—C-108m.—(TC)—Peter Sellers, Peter O'Toole, Romy Schneider—5294 (6-23-65)—Wacky comedy has angles to sell—Filmed abroad—Feldman

COMING

ANYONE FOR VENICE?—Rex Harrison, Maggie Smith, Capucine—Feldman
AFTER THE FOX—(C)—Peter Sellers, Victor Mature—Montoro
CAST A GIANT SHADOW—(PV; C)—Kirk Douglas, Santa Berger, Frank Sinatra—Mirisch
DON'T WORRY, WE'LL THINK OF A TITLE—Morey Amsterdam, Rose Marie—Schenck
DUEL AT DIABLO—(C)—James Garner, Sidney Poitier, Bibi Andersson
FRANKIE AND JOHNNY—(TC)—Elvis Presley—Admiral
FUNNY THING HAPPENED ON THE WAY TO THE FORUM, A—(C)—Zero Mostel, Phil Silvers, Buster Keaton, Jack Gilford
CHINESE ADVENTURES IN CHINA—(C)—Jean Paul Belmondo-Ursula Andress
GROUP, THE—(WS; C)—Candice Bergen, James Broderick—Feldman
HAWAII—(PV; C)—Julie Andrews, Max Von Sydon—Mirisch
LORD LOVE A DUCK—Roddy McDowall, Tuesday Weld—Charleston
KHARTOUM—(PV 70, TC)—Charlton Heston, Leurence Olivier
NEW WORLD, A—Nino Castelnova, Christine De La Roche-Saltzman
RETURN FROM THE ASHES—Maximilian Schell, Samantha Eggar—Mirisch
RUSSIANS ARE COMING, THE—Alan Arkin, Jonathan Winters, Eva Marie Saint
SUMMER FIRES—Jeanne Moreau, Ettore Manni—Woodfall
THUNDERBALL—(PV, TC)—Sean Connery—Bernard Lee, Lois Maxwell
THOUSAND CLOWNS, A—Jason Robards, Jr., Barbara Harris
VIVA MARIA—(C)—Brigette Bardot, Jeanne Moreau, George Hamilton—Dancigers-Malle

UNIVERSAL

DISTRIBUTED DURING THE PAST 12 MONTHS

6530 **ANDY**—D-86m.—Norman Alden—5250 (2-3-65)—Off-beat character study for art and specialty houses
6517 **ART OF LOVE, THE**—C-99m.—(TC)—James Garner, Elke Sommer, Dick Van Dyke—5283 (5-12-65)—Amusing comedy has names to help
6507 **BUS RILEY'S BACK IN TOWN**—D—93m.—(EC)—Ann-Margaret, Michael Parks—5263 (3-17-65)—Portrayal of boy maturing in fast company has James Dean touch
6525 **DARK INTRUDER**—MD-59m.—Leslie Nielsen, Gilbert Green, Judi Meredith—5306 (8-4-65)—Okay program filler
6501 **FATHER GOOSE**—C-117m.—(TC)—Cary Grant, Leslie Caron, Trevor Howard—5231 (11-18-64)—Top names bolster mild comedy
6512 **FLOWER DRUM SONG**—MU-131m.—(TC; PV)—Nancy Kwan, James Shigota—5287 (5-26-65)—Reissue, is highly entertaining, pleasure-packed musical—Reissue
6513 **FLUFFY**—C-92m.—(C)—Tony Randall, Shirley Jones—5275 (4-14-65)—Cute comedy for youngsters and family audiences
6502 **GUNS OF AUGUST, THE**—DOC-99m.—Created and produced by Nathan Kroll—5239 (12-16-64)—Interesting documentary on World War I
6524 **IPCRESS FILE, THE**—MD-108m.—(TS; TC)—Michael Caine, Nigel Green—5298 (7-7-65)—Good espionage entry—English-made
6511 **IMITATION OF LIFE**—D—124m.—(EC)—Lana Turner, John Gavin, Sandra Dee— 5287 (5-26-65)—Reissue is high rating drama—Reissue
6522 **I SAW WHAT YOU DID**—MD-82m.—Joan Crawford, John Ireland, Andi Garrett, Sharyl Locke—5283 (5-12-65)—Good suspense programmer
6427 **KITTEN WITH A WHIP**—MD-83m.—Ann-Margret, John Forsythe—5226 (11-4-64)—Unpleasant entry for the program
LOVE AND KISSES—CMU—87m.—(TC)—Rick Nelson, Kristin Nelson, Jack Kelly—5310 (8-18-65)—Amusing entry with angles for teens
6506 **MAN IN THE DARK**—D-80m.—William Sylvester, Barbara Shelley—5250 (2-3-65)—Okay programmer—English-made
6518 **MC HALE'S NAVY JOINS THE AIR FORCE**—C-90m.—(TC)—Joe Flynn, Tim Conway—5290 (6-9-65)—Cute sequel to initial release and regular tv show
6514 **MIRAGE**—D-109m.—Gregory Peck, Diane Baker—5287 (5-26 65)—Very good suspense thriller
6516 **NAKED BRIGADE, THE**—MD-99m.—Shirley Eaton, Ken Scott—5278 (4-28-65)—Ftir programmer—Filmed in Greece; partially titled

O

• Oh Dad, Poor Dad, Mama's Hung You in the Closet and I'm Feeling So Sad		Par.
• Omicron		Cont.
Once A Thief	A3	MGM
One Way Pendulum	A2	For.
Onibaba		For.
Only One New York	AI	Emb.
• Operation C.I.A.		AA
Operation SNAFU	A3	AI
Operation Crossbow (The Great Spy Mission)	AI	MGM
• Oscar, The		EMB
• O.S.S. 117		AA
• Our Man Flint		Fox
Outlaws Is Coming, The	AI	Col.
• Outlaws Of Red River, The		Fox
Outrage, The	A3	MGM
Over There—1914-1918		For.

P

Pajama Party	B	A-I
• Paradise, Hawaiian Style		Par.
Pardners-Re	AI	Par.
• Paranioa		Emb
Paris Secret		For.
• Passport To Oblivion		MGM
• Patch of Blue, A..................	A3	MGM
Pawnbroker, The	C	AA-Landa
• Pie in The Sky	A3	AA
• Pinocchio in Outer Space		U
• Planet of the Vampires, The ...		AI
Pleasure Seekers, The	B	Fox
• Promise Her Anything		Par.
Psycho—Re.	B	Par.
Psychomania		Misc.

Q

Quick, Before It Melts	B	MG

R

• Racing Fever	B	AA
Rage To Live, A	A3	UA
Raiders From Beneath The Sea .	B	Fox
Rapture	A3	For.
• Rare Breed, The		U
Rattle Of A Simple Man		Cont.
Ready For The People		WB
Red Desert	A4	Foir.
Red Lanterns		For.
Repulsion		For.
• Red Line 7000		Par.
Requiem For A Gun Fighter ...		EMB
• Return From The Ashes		UA
Revenge Of The Gladiators, The..	A2	Par.
Reward, The	A2	Fox
Rio Conchos	A3	Fox
Rope Of Flesh......................		Misc.
Rotten to the Core		For.
Rounders, The	A3	MG
Roustabout	A2	Par
• Russians Are Coming, The......		UA

S

Saboteur, The (see Morituri) ...		Fox
Sabrina-Re	B	Par.
Sampson vs The Giant King		For.
Sandokan, The Great	AI	MG
Sandpiper, The	B	MG
• Sands of The Kalahari		Par.
Santa Claus Conquers The Martians	AI	Emb
Satan Bug, The	A2	UA
Scarlet Letter, The		Mis
Seaside Swingers	AI	Emb
• Seconds		Par.
Secret Of Blood Island	A2	U
Secret Of Magic Island	AI	Emb
Secret Of My Success, The......	A2	MG
Sergeant Deadhead	A3	AI
7 Dwarfs To The Rescue, The .		For.
Seven Slaves Against The World.	A2	Par.
• Seven Women		MG
Sex And The Single Girl	B	WB
She	A2	MG
Shenandoah	AI	U
Ship Of Fools	A3	Col.
Signpost To Murder	A3	MG
• Silencers, The		Col.
• Singing Nun, The...............		MG
Situation Hopeless But Not Serious..........................	A2	Par.
Ski Party	A2	AI
Skull, The	A2	Par.
Slave Trade in The World Today	A3	Con
• Slender Thread, The		Par.
So Dear To My Heart—Re	AI	BV
• Son Of A Gunfighter		MG
Sons Of Katie Elder, The	AI	Par.
Sound Of Music, The	AI	Fox
• Space Flight IC-1		Fox
• Spy Who Came In From The Cold, The		Par.
• Stagecoach		Fox
Strange Bedfellows	A3	U

Summer Fires		UA
Sweet And Sour	C	For.
Swinger's Paradise	AI	AI
Swingin' Summer, A		Misc.
Sword of Ali Baba, The	AI	U
Sylvia	B	Par.
Symphony For A Massacre	A3	For.
Synanon	A3	Col.

T

Taboos of the World	A4	AI
Tatty And The Jungle Hunter	AI	AA
Taggart	A2	U
T-A-M-I Show, The		Misc.
Tattooed Police Horse, The	AI	BV
Taxi for Torbuk	A2	For.
Tennessee Jamboree		AA
Tenth Victim, The		EMB.
Thank Heaven For Small Favors		For.
hat Darn Cat		BV
That Funny Feeling	A2	U
These Are The Damned	A3	Col.
Thing at the Door, The		WB
Three Penny Opera	A3	Emb.
Third Day, The	A3	WB
3		MGM
6 Hours	A2	MGM
Those Calloways	AI	BV
Those Magnificent Men In Their Flying Machines	AI	Fox
Thousand Clowns, A		UA
Thunderball		UA
Tickle Me	A2	AA
Time Of Indifferance		Cont.
Time Travelers, The	B	A-I
Tomb Of Ligeia	A2	A-I
own Tamer	A2	Par.
Tramplers, The		Emb.
Train, The	AI	UA
Treasure Of Silver Lake		Col.
Truth About Spring, The	AI	U
Two On a Guillotine	A3	WB

U

Ugly Dachshund, The		BV
Umbrellas Of Cherbourg, The	A3	.AA-Landau
Unearthly Stranger	AI	A-I
Up From The Beach	AI	Fox

V

Very Special Favor, A	A3	U
Vice And Virtue	B	MGM
Village Of The Giants		Emb.
Violent And The Damned, The		For.
Viva Maria		UA
Von Ryan's Express	AI	Fox

W

War Lord, The	A3	U
War Gods Of The Deep		A-I
War of the Zombies		AI
War Party	AI	Fox
Weekend At Dunkirk		Fox
What's New, Pussycat	B	UA
Where Love Has Gone	A3	Par.
When The Boys Meet The Girls		MGM
White Voices	C	For.
Who's Afraid Of Virginia Woolf?		WB
Wild On The Beach	A2	Fox
Wild Seed	A3	U
Willy McBean and His Magic Machine	AI	Misc.
Winter A-Go-Go	A2	Col.
Witchcraft	A2	Fox
Woman Who Wouldn't Die, The	A3	WB
Wonderful Life		A-I
World of Abbott & Costello, The	AI	U
World of Suzie Wong, The—RE.	B	Par.
World Without Sun	AI	Col.
World's Greatest Swindles		Cont.
rong Box, The		Col.

Y

ellow Rolls, Royce, The	A4	MGM
olanta		For
You Must Be Joking	A2	Col.
Youngblood Hawke	A3	WB
Young Cassidy	A3	MGM
Young Dillinger	B	AA
oung Fury	A2	Par.
Young Lovers, The	A3	MGM
Your Cheatin' Heart	A2	MGM
Your'e Never Too Young—Re.	A2	Par.

Z

ebra In The Kitchen	AI	MGM
orba, The Greek	A4	Fox

6503 **NIGHT WALKER, THE—D-86m.—Barbara Stanwyck, Robert Taylor, Hayden Rorke—5242 (12-30-64)—Horror entry has angles**

6515 **SECRET OF BLOOD ISLAND, THE—MD-84m.—Barbara Shelley, Jack Hadley—5279 (4-28-65)—Unpleasant programmer—English-made**

6521 **SHENANDOAH—D-105m.—(TC)—James Stewart, Doug McClure, Rosemary Forsyth—5279 (4-28-65)—Fine drama heightened by impressive Stewart performance**

6505 **STRANGE BEDFELLOWS—98m.—(TC)—Rock Hudson, Gina Lollobrigida—5239 (12-16-64)—Cute comedy with potent cast**

6509 **SWORD OF ALI BABA—MD-81m.—(C)—Peter Mann, Jocelyn Lane—5270 (3-31-65)—Okay programmer**

6504 **TAGGART—W-85m.—(C)—Tony Young, Dan Duryea, Elsa Cardenas—5239 (12-16-64)—Okay western**

6523 **THAT FUNNY FEELING**—C-93m.—(TC)—Sandra Dee, Bobby Darin, Donald O'Connor—5306 (8-4-65)—Okay western

6508 **TRUTH ABOUT SPRING, THE—CD-102m.—(TC)—Hayley Mills, John Mills, James MacArthur—5270 (3-31-65)—Fairly entertaining entry—Filmed abroad**

6520 **VERY SPECIAL FAVOR, A—C-104m.—(TC)—Rock Hudson, Leslie Caron, Charles Boyer—5298 (7-7-65)—A very funny comedy**

6526 **WAR LORD, THE**—MD—123m.—(PV;C)—Charlton Heston, Rosemary Forsyth, Richard Boone—5331 (10-6-65)—Charlton Heston rides, fights and loves again

6519 **WILD SEED—D-99m.—Michael Parks, Celia Kaye, Eve Novak—5263 (3-17-65)—Effective program entry**

6510 **WORLD OF ABBOTT AND COSTELLO, THE—COMP.-75m.—Bud Abbott, Lou Costello—5275 (4-14-65)—Compilation offers the best of the taem's films.**

COMING

AND NOW MIGUEL—(TC)—Pat Cardi, Michael Ansara
ARABESQUE—(TC)—Gregory Peck, Sophia Loren
BLINDFOLD—(TC)—Rock Hudson, Claudia Cardinale
GHOST AND MR. CHICKEN, THE—(TC)—Don Knotts, Joan Staley, Dick Sargent
GUNPOINT—(TC)—Audie Murphy, Joan Staley
INCIDENT AT PHANTOM HILL, THE—(TC)—Robert Fuller, Jocelyn Lane
MADAME X—(TC)—Lana Turner, John Forsythe, Ricardo Montalban
MAN COULD GET KILLED, A—(TC)—James Garner, Melina Mercouri, Sandra Dee
MOMENT TO MOMENT—(TC)—Jean Seberg, Honor Blackman
PINOCCHIO IN OUTER SPACE—(WS; C)—Animated Feature
RARE BREED, THE—(PV; .TC)—James Stewart, Maureen O'Hara

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

458 **BATTLE OF THE VILLA FIORITA, THE**—D—111m.—(PV; TC)—Maureen O'Hara, Rossano Brazzi, Richard Todd—5287 (5-26-65) —Uneven romantic tale aimed at gals

460 **BRAINSTORM—D-114m.—(PV)—Jeff Hunter, Anne Francis, Dana Andrews—5283 (5-12-65)—Psychological drama holds interest**

480 **CHEYENNE AUTUMN—AD-145m.—(PV 70; TC)—James ewart, Edward G. Robinson, Richard Widmark, Carroll Baker—5223 (10-21-64)—Highly interesting outdoor adventure entry**

455 **DEAR HEART**—D—114m.—Glenn Ford, Geraldine Page—5239 (12-16-64)—Mildly entertaining

553 **GREAT RACE, THE**—C—150m.—(PV; TC)—Jack Lemmon, Tony Curtis, Natalie Wood—5298 (7-7-65)—Comedy blockbuster is headed for the top

478 **HAMLET—D-187m.—(Electronovision)—Richard Burton—5220 (10-7-64)—Of value as a record of a novel version of the Shakespeare classic**

462 **HAVING A WILD WEEKEND**—C-91m.—Dave Clark Five—5302 (7-21-65)—Sell the Dave Clark Five—English-made

MARRIAGE ON THE ROCKS—C—109m.—(PV; TC)—Frank Sinatra, Deborah Kerr, Dean Martin—5327 (9-22-65)—Entertaining spoof on marital impasse has names

479 **MY FAIR LADY—MU-170m.—(PV70, TC)—Audrey Hepburn, Rex Harrison—5227 (11-4-64)—Highly impressive entertainment headed right for the top**

457 **NONE BUT THE BRAVE—D-108m.—(PV; TC)—Frank Sinatra, Clint Walker, Tommy Sands—5255 (2-17-65)—Gory effort gives two-sided view of war on small scale**

459 **MY BLOOD RUNS COLD**—MD—104m.—(PV)—Troy Donahue, Joey Heatherton—5270 (3-31-65)—Mild horror meller with names to lure youngsters

452 **READY FOR THE PEOPLE—MD-54m.—Simon Oakland, Anne Helm—5227 (11-4-64)—Okay for program filler**

551 **MURIETA**—W—106m.—(EC)—Jeffrey Hunter, Arthur Kennedy, Diana Lorys—5323 (9-1-65)—Okay adventurous hijinks in early California—Made in Spain

454 **SEX AND THE SINGLE GIRL—C-114m.—(TC)—Tony Curtis, Natalie Wood, Henry Fonda—5242 (12-30-64)—Frenzied farce with leers and laughs**

463 **THIRD DAY, THE**—D-119m.—(PV; TC)—George Peppard, Elizabeth Ashley—5299 (7-7-65)—Interesting drama

456 **TWO ON A GUILLOTINE—MD-107m.—(PV)—Connie Stevens, Dean Jones, Cesar Romero—5247 (1-20-65)—Fast moving chiller**

461 **WOMAN WHO WOULDN'T DIE, THE—MD-84m.—Garry Merrill, Jane Merrow, Georgiana Cookson—5283 (5-12-65)—Okay murder meller for the programs—English-made**

453 **YOUNGBLOOD HAWKE—D-137m.—James Franciscus, Suzanne Pleshette, Genevieve Page—5227 (11-4-64)—Classy effort misses dramatic mark**

COMING

BATTLE OF THE BULGE—(CN; TC)—Henry Fonda, Robert Shaw
BIG HAND FOR THE LITTLE LADY, A—(TC)—Henry Fonda, Joanne Woodward, Paul Ford
FINE MADNESS, A—Sean Connery, Joanne Woodward
INSIDE DAISY CLOVER—(PV, TC)—Natalie Wood, Christopher Plummer
LaBOHEME—(TC)—LaScala Opera Company
MOVING TARGET, THE—(PV; TC)—Paul Newman, Lauren Bacall, Shelley Winters
NEVER TOO LATE—(TC)—Paul Ford, Maureen O'Sullivan, Connie Stevens
THING AT THE DOOR, THE—Troy Donohue
WHO'S AFRAID OF VIRGINIA WOOLF?—Elizabeth Taylor, Richard Burton

---

MISCELLANEOUS

ACROSS THE RIVER—D—85m.—Lou Gilbert, Kay Doubleday—5266 (3-17-65)—Off-beat drama for art spots—R. M. Franchi

BUS, THE—DOC—62m.—Produced and photographed by Haskell Wexler—5290 (6-9-65)—Tale of a group with a cause for selective audiences—Edward Harrison

COOL WORLD, THE—DOC-105m.—Hampton Clanton, Yolanda Rodriguez—5224 (10-21-64)—Authentic reenacted documentary on Harlem can be sold—Cinema V

CURSE OF THE STONE HAND—MD—72m.—Ernest Walch, John Carradine, Sheila Bon—5266 (3-17-65)—Confused lower half horror entry—Associated Distributors Pictures

ELEANOR ROOSEVELT STORY, THE—DOC.—90m.—Produced by Sidney Glazier—5290 (6-9-65)—Fine documentary—Sidney Glazier Prod.

FACE OF THE SCREAMING WEREWOLF—MD—60m.—Lon Chaney, Landa Varle—5266 (3-17-65)—Horror entry for the lower half—Associated Distributors Pictures

HARLOW—D-109m.—(Electronovision)—Carol Lynley, Efrem Zimbalist, Jr.—5287 (5-26-65)—Reputed biography of former film star is mildly entertaining—Magna

IMAGE OF LOVE—DOC-90m. (EC)—Written, directed and produced by Lou Stoumen—5299 (7-7-65)—Fairly interesting documentary on love through the ages—Green Releasing Org.

INHERITANCE, THE—DOC-60-m.—Narrated by Robert Ryan—5234 (12-3-64)—Documentary on rise of the unions needs special treatment—Harold Mayer

KISS ME, STUPID—C-126m.—(PV)—Dean Martin, Kim Novak, Ray Walsten—5242 (12-30-64)—Sex laden fest may raise a few brows—Lopert

MAN FROM BUTTON WILLOW, THE—CAR-84m.—(C)—Presented by Dale Robertson—5251 (2-3-65)—Enjoyable western cartoon for family and youngsters—United Screen Arts

MME. OLGA'S MASSAGE PARLOR—MD—70m.—Alice Baez, T. Wood Parker—5266 (3-17-65)—Fast buck and mediocre exploitation film—American Film Dist.

NASTY RABBIT, THE—C-85m.—(TS; TC)—Mischa Terr, Arch Hall, Jr.,—5243 (12-30-64)—Childish entertainment—Fairway International

NIGHTMARE IN THE SUN—MD—81m.—(DC)—Ursula Andress, John Derek, Aldo Ray—5231 (11-18-64)—Suspenseful story of a manhunt for the program—Zodiac

NOBODY WAVED GOODBYE—D—80m.—Peter Kastner, Julie Biggs—5323 (9-1-65)—Earnest but amateurish drama of teen rebellion—Canadian-made; Cinema V

NOTHING BUT A MAN—D-90m.—Ivan Dixon, Abbey Lincoln—5259 (3-3-65)—Poignant, sensitive portrait of a southern Negro's marriage—Cinema V

ROPE OF FLESH—MD—91m.—Hal Hopper, Antoinette Cristiani, John Furlong—5331 (10-6-65)—"Tobacco Road" type of adult film is best for exploitation spots—Delta

T-A-M-I SHOW, THE—MUNOV—113½m.—Beach Boys, Barbarians, Chuck Barry—5231 (11-18-64)—Good musical novelty for teens—Electronovision—American Int.

SCARLET LETTER, THE—D-72m.—Colleen Moore, Hardie Albright—5290 (6-9-65)—Reissue of Hawthorne classic has novel curio value—Signature Films

SWINGIN' SUMMER, A—MU—80m.—(TC)—James Stacy, William Wellman, Jr., Quinn O'Hara—5266 (3-17-65)—Cute entry with special appeal for teens—United Screen Arts

WILLY MC BEAN AND HIS MAGIC MACHINE—NOV—94m.—(EC)—Written, produced and directed by Arthur Rankin, Jr.—5324 (9-1-65)—Entertaining puppet entry for the younger set—Magna

FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

AND SO TO BED—D-112m.—Hildegard Knaf, Thomas Fritsch—5306 (8-4-65)—Cute import on long side for adults only—German-made; English dialogue-Medallion

AWFUL DR. ORLOF, THE—MD-90m.—Howard Vernon, Diano Larys—5291 (6-9-65)—Program horror meller—Foreign-made; dubbed in English—Sigma III

BAMBOLE—C-111m.—Virna Lisi, Monica Vitti, Gina Lollobrigida—5303 (7-21-65)—Fairly amusing import—Italian-made; English titles; Royal Films Int.

BANANA PEEL—C-97m.—Jeanne Moreau, Jean-Paul Belmondo—5255 (2-17-65)—Entertaining import—French-made; English titles —Pathe Contemporary

BEFORE THE REVOLUTION—D-112m.—Adriana Asti, Francesco Barilli—5306 (8-4-65)—Interesting adult import—Italian-made; English titles—New Yorker Films

BLACK TORMENT, THE—MD—88m.—(C)—Heather Sears, John Turner—5263 (3-17-65)—Suspenseful horror meller—English-made —Governor

BRAIN, THE—MD—83m.—Anne Heywood, Peter Van Eyck—5263 (3-17-65)—Okay terror entry—English-made—Governor

CARESSED—D—81m.—Robert Howay, Angela Gann—5327 (9-22-65)—Well-made, unusual offering with special slant towards young adults—Filmed in Canada—Brenner

CASABLAN—D—63m.—Nikos Kourkoules—5263 (3-17-65)—Minor import—Filmed in Greece—Frisch-Natas Productions

CRAZY PARADISE—C—95m.—(EC)—Dirch Passer, Bodil Steen—5324 (9-1-65)—Generally amusing import for art set—Danish-made; English titles—Sherpix

DIARY OF A CHAMBERMAID, THE—D—97m.—Jeanne Moreau, Michel Piccoli—5264 (3-17-65)—Interesting import—French-made; English titles—Int. Classics

EVA—D-115m.—Jeanne Moreau, Stanley Baker, Vira Lisi—5295 (6-23-65)—Fairly interesting entry—Filmed abroad—Times

EYES OF THE NEEDLE, THE—CD-97m.—Vittorio Gassman, Annette Storyberg—5307 (8-4-65)—Sex farce may interest art house crowd—Italian-made; English titles—Eldorado

FACE OF FU MANCHU, THE—MD—96m.—(TS;TC)—Christopher Lee, Nigel Green—5331 (10-6-65)—Sax Rohmer's oriental menace in action again—English-made—Seven Arts

FANNY HILL—C-104m.—Miriam Hopkins, Letitia Roman—5279—(4-28-65)—Farcial treatment of innocence untouched by life in a brothel—German-made; dubbed in English—Famous Players

GO-GO BIG BEAT—MU-82m.—(EC)—Millie Small, The Animals, Lulu and The Luvvers—5295 (6-23-65)—Musical mish-mash for the teen set—English-made—Eldorado

GUIDE, THE—D-120m.—(PC)—Dev Anand, Kishore Sahu—5259 (3-3-65)—Fairly interesting import set in modern India—Filmed in India—Stratton Int.

HERCULES VIS THE GIANT WARRIORS—MD-94m.—(CS;EC)—Don Vadis—5291 (6-9-65)—Good action for undiscriminating adults and teens—Italian-made; dubbed in English—John Alexander

HIGH INFIDELITY—CD-130m.—Ugo Tognazzi, Fulvia Franco, Nino Manfredi—5303 (7-21-65)—Entertaining import flavored with sex—Foreign-made; English titles—Magna

HORRIBLE DR. HICHCOCK, THE—MD-76m.—(TC)—Barbara Steele, Robert Flemyng—5291 (6-9-65)—Program horror meller—English-made—Sigma III

LAST WOMAN OF SHANG, THE—MD—107m.—(C)—Lin Dei—5264 (3-17-65) Fair import—Chinese-made; English titles—Shaw Brothers

MAEDCHEN IN UNIFORM—D-91m.—Lilli Palmer, Romy Schneider—5303 (7-21-65)—A look at a German boarding school for girls holds interest—German-made; English titles—Seven Arts

MALE HUNT—C-92m.—Jean-Paul Belmondo, Catherine Deneuve—5291 (6-9-65)—Amusing import for art, specialty spots—French-made; English titles—Pathe Contemporary

MAN WHO COULDN'T WALK, THE—MD—63m.—Peter Reynolds, Eric Pohlmann, Pat Calvin—5264 (3-17-65)—Okay action entry for lower half—English-made; Taurus

MARRIED WOMAN, THE—D—94m.—Macha Meril, Bernard Noel—5328 (9-22-65)—Far out tale of a woman trying to make up her mind—French-made; English titles—Royal Films Int.

MODEL MURDER CASE, THE—90m.—Ian Hendry, Ronald Fraser, Margaret Johnston—5264 (3-17-65)—Good mystery import—English-made—Cinema V

MOMENT OF TRUTH, THE—D—110m.—(TS; TC)—Miguel Mateo Miguelin, Linda Christian—5310 (8-18-65)—Interesting tale of the making of a bull fighter—Filmed abroad; English titles—Rizzoli

MY BABY IS BLACK—D-80m.—Gordon Heath, Francoise Giret—5279 (4-28-65)—Tender miscegination romance—French-made; dubbed in English—American Dist.

MY WIFE'S HUSBAND—C-85m.—Fernandel, Bourvil, Claire Maurier—5255 (2-17-65)—Amusing import—French-made; English titles—Lopert

NEW ANGELS, THE—DOC D-94m.—Youth of Italy—5295 (6-23-65)—Interesting entry for art spots—Italian-made; English titles —Promenade

NOT ON YOUR LIFE—C-90m.—Nino Alberti, Emma Penella—5270 (3-31-65)—Cute import—Foreign-made; English titles—Pathe Contemporary

ONE WAY PENDULUM—C-90m.—Eric Sykes, Julia Foster, George Cole—5255 (2-17-65)—Fair import on the wacky side—English-made—Lopert

ONIBABA—D—104m.—(CS)—Nobuko Otowa, Jitsuko Yoshimura—5264 (3-17-65)—Strong, interesting import for adult art audiences—Japanese-made; English titles—Toho

OVER THERE—1914-1918—DOC—90m.—Conceived and directed by Jean Aurel—5265 (3-17-65)—Interesting documentary on World War I—French-made—Pathe Contemporary

PARIS SECRET—DOC—84m.—(EC)—Produced by Arthur Cohn and Pierre Roustang—5328 (9-22-65)—Intriguing documentary—French-made; English narration—Cinema V

RAPTURE—D—104m.—(CS)—Melvyn Douglas, Dean Stockwell, Patricia Gozzi—5310 (8-18-65)—Off-beat drama should hold interest in art spots—Filmed abroad—International Classics

RED DESERT—D-116m.—(TC)—Monica Vitti, Richard Harris—5255 (2-17-65)—Arty import—Italian-made; English titles—Rizzoli

RED LANTERNS—D-85m.—Jenny Karezi, Georges Foondas—5271 (3-31-65)—Lusty, interesting import for art spots—Greek made; English titles—Times

REPULSION—D—105m.—Catherine Deneuve, John Fraser—5332 (10-6-65)—Shocking fare with limited appeal—English-made—Royal Films Int.

ROTTEN TO THE CORE—C-90m.—Anton Rodgers, Charlotte Rampling—5303 (7-21-65)—Amusing import—Cinema V—English-made

SAMSON VS THE GIANT KING—MD-91m.—(CS; EC)—Kirk Morris—5291 (6-9-65)—More unintentional chuckles than thrills—Italian-made; dubbed in English—John Alexander

7 DWARFS TO THE RESCUE, THE—NOV—84m.—Rosanna Podesta, Robert Risso—5265 (3-17-65)—Mild entry for the younger set—Italian-made; dubbed in English—Childhood Productions

SWEET AND SOUR—C-98m.—Simone Signoret, Jean-Paul Belmondo—5260 (3-3-65)—Cute, wacky import—French-made; English titles—Pathe Contemporary

SYMPHONY FOR A MASSACRE—D-115m.—Michael Auclair, Claude Dauphin—5295 (6-23-65)—Good import for art spots—Foreign-made—English titles—Seven Arts

TAXI FOR TOBRUK—D—90m.—(Dyaliscope)—Lino Ventura, Hardy Kreuger, Charles Azaavour—5265 (3-17-65)—Okay programmer for art or regulation spots—Filmed abroad; dubbed in English—Seven Arts

THANK HEAVEN FOR SMALL FAVORS—C—84m.—Bourvil—5265 (3-17-65)—Moderately amusing import—French-made; English titles—Int. Classics

VIOLENT AND THE DAMMED, THE—MD—62m.—Credits not available—5328 (9-22-65)—Gruesome footage poorly assembled on Panamenian prison break—Made in Panama; dubbed in English—ADP Int.

WHITE VOICES—C-93m.—(TC)—Paolo Ferrari—5295—(6-23-65)—Off-beat subject should prove effective in art spots—Italian-made; English titles—Rizzoli

YOLANTA—MU—82m.—(Magicolor)—Natalya Rudnaya—5265 (3-17-65)—Good operatic rendition for art spots—Russian-made; English titles—Artkino

THESE THEATRE-TESTED FORMS AVAILABLE TO MOTION PICTUR
EXHIBITOR SUBSCRIBERS!

DATE BOOK FORMS:
. . . Pocket-Size-6 ring (3¾ x 6¾ in.) Dated full year supply $1.
. . . Large Size-3 ring (9 x 12 in.) Undated 52 pages ....

SERVICE-KIT SYSTEM:
. . . Large Size complete set of: Date Book forms, Availability and Playoff Worksheets, Performance Record and Cut-Off sheets, Booking Calendar, Other Dividers 1
. . . Availability and Playoff Worksheets (9 x 12 in.) 10 pages ....
. . . Performance record and Cut-Off Sheets (9 x 12 in.) 20 pages ....

BINDERS, Plain:
. . . For Pocket-Size Date Book-6 ring. Soft leatherette. 1
. . . For Service-Kit System, Reviews, Service-Section. Stiff leatherette. 1

ZIPPER CASE BINDERS, Leather:
. . . 3-Ring, genuine cowhide. Tax Incl. 6

BOXOFFICE STATEMENTS:
. . . Regular theatre. Padded in 50's and punched (5½ x 9 in.). Per Pad ....
. . . Drive-in theatre. Padded in 50's and punched (5½ x 9 in.). Per Pad ....

PROGRAM AND RUNNING TIME SCHEDULES:
. . . For regular and drive-in theatres. Padded in 50's. Per Pad ....

BOOKKEEPING SYSTEM—Book:
. . . At-A-Glance (copyright) for regular and drive-in theatres. Annual record (9 x 12 in.) 1

BUSINESS ANALYSIS SPREAD-SHEETS:
. . . Drive-in theatres only. Large sheets (11 x 16 in.) Set of 13 sheets ....

PAYROLL FORMS:
. . . Weekly for regular and drive-in. Folding flap (8½ x 11 in.). Set of 52 sheets 1

EMPLOYEE EARNINGS RECORD CARDS:
. . . Annual card for each employee (8½ x 11 in.). All deductions. Set of 12 cards

PETTY CASH CONTROL SYSTEM:
. . . Voucher pads, numbered consecutively. (3 x 5 in.) Per Pad ....
. . . Weekly envelopes for filing full week's transactions. Set of 50 ....

SERVICE MANUALS FOR TRAINING:
. . . Separate sections on regular and drive-in employees. Each

EXHIBITOR BOOK SHOP
317 N. Broad St.
Philadelphia, Pa. 191

The Shorts Parade

1963-64 1964-65 Seasons

Buena Vista

WALT DISNEY CARTOONS (TECHNICOLOR) (REISSUES)

9301	Little Whirlwind
9302	The Whalers
9303	First Aiders
9304	Army Mascot
9305	Goofy Gymnastics
9306	Home Made Home
9307	Foul Hunting
9308	Timber
9309	Truant Officer Donald
9310	Golden Eggs
9311	Test Pilot Donald
9312	Lambert, The Sheepish Lion

SINGLE REEL CARTOONS (TECHNICOLOR)

01	How To Have An Accident At Work
23	The Litterbug
25	Aquamania

TWO REEL CARTOON SPECIALS (TECHNICOLOR)

97	Goliath II
02	Noah's Ark
19	Saga Of Windwagon Smith
12	Donald and The Wheel
39	A Symposium On Popular Songs

THREE REEL LIVE ACTION SPECIALS (TECHNICOLOR)

79	Japan
86	The Danube
99	Eyes In Outer Space
05	Islands Of The Sea
06	Mysteries Of The Deep
27	Bear Country (Re-issue)
31	Water Birds (Re-Issue)

FEATURETTES (TECHNICOLOR)

94	Legend Of Sleepy Hollow (Re-Issue)
14	Hound That Thought He Was A Raccoon
18	Horse With The Flying Tail

Columbia

ONE REEL COLOR SPECIALS

5651	(Sept.) Little Boy Bad
5652	(Feb.) The Ride

COLOR FEATURETTES

5441	(Sept.) Amazing New Zealand
5442	(Nov.) Wonders Of Miami Beach
5443	(Jan.) Fabulous California
5444	(June) Wonders Of Kentucky

LOOPY DE LOOP COLOR CARTOONS

5701	(Sept.) Trouble Bruin
5702	(Oct.) Bear Knuckles
5703	(Nov.) Habit Rabbit
5704	(Jan.) Horse Shoo
5705	(Mar.) Pork Chop Phoey
5706	(Apr.) Crow's Fete
5707	(June) Big Mouse Take

MR. MAGOO CARTOONS (Re-Issues)

5752	(Sept.) Magoo's Young Manhood
5752	(Oct.) Scoutmaster Magoo
5753	(Nov.) Ragtime Bear
5754	(Dec.) Explosive Mr. Magoo
5755	(Jan.) Spellbound Hound
5756	(Feb.) Magoo's Three Point Land'ng
5757	(Mar.) Rock Bound Magoo
5758	(Apr.) Magoo's Masquerade

COLOR FAVORITES CARTOONS (Re-Issues)

5601	(Sept.) Animal Cracker Circus
5602	(Oct.) Tooth Or Consequences
5603	(Nov.) Little Match Girl
5604	(Dec.) Man On The Flying Trapeze
5605	(Jan.) Glee Worms
5606	(Feb.) Fudget's Budget
5607	(Mar.) Lo The Poor Buffal
5608	(Apr.) Mountain Ears
5609	(May) Rocky Road To Ruin
5610	(June) Black-Board Review

TWO REELERS THE THREE STOOGES (Re-Issues)

5401	(Sept.) Hoofs and Goofs
5402	(Oct.) Muscle Up A Little Closer
5403	(Dec.) A Merry Mix-Up
5404	(Jan.) Space Ship Sappy
5405	(Feb.) Guns A Poppin'
5406	(Apr.) Horsing Around
5407	(May) Outer Space Jitters

WORLD OF SPORTS

5501	(Dec.) Champion Stunt Divers
5502	(Feb.) Skiing The Andes
5503	(Mar.) Thousand Island Aquarama
5504	(May) Winged Fury

SERIALS (Re-Issues)

65120	(Sept.) Perils Of The Wilderness
65140	(Dec.) The Iron Claw
65160	(Dec.) Adventures Of Captain Africa

Metro-Goldwyn-Mayer

TOM AND JERRY NEW COLOR CARTOONS

4575	Penthouse Mouse
4576	Much Ado About Mousing
4577	Snowbody Loves Me
4578	Cat Above and The Mouse Below
4579	Unshrinkable Jerry Mouse
4580	Tom-ic Energy

GOLD MEDAL REPRINTS IN METROCOLOR

6661-W	Old Rockin' Chair Tom
6662-W	Lucky Ducky
6663-W	Professor Tom
6664-W	Cat That Hated People
6665-W	Mouse Cleaning
6666-W	Goggle Fishing Bear
6667-W	Design On Jerry
6668-W	First Bad Man
6669-W	Smarty Cat
6670-W	Deputy Droopy
6671-W	Pecos Pest
6672-W	Cell Bound

Paramount

COLOR FEATURETTE

AA22-1	Sportarama

HIGH TOPPER

T22-1	Thin Along
T22-2	Isles Of The Sun
T22-3	Melody For Machines
T22-4	The World Starts Next Door
T22-5	Beauties Of Scandanavia
T23-1	Fascinating Finland
T23-2	Mayflower, U.S.A.
T23-3	Commuting For Adventure

NOVELTOONS

P23-1	Gramps To The Rescue
P23-2	Hobo's Holiday
P23-3	Hound For Pound
P23-4	Sheepish Wolf
P23-5	Hiccup Hound
P23-6	Whiz Quiz Kid

MODERN MADCAPS

M23-1	Happy Harry
M23-2	Tell Me A Badtime Story
M23-3	Pig's Feat
M23-4	Sour Gripes
M23-5	Goodie Good Deed
M23-6	Muggy-Doo Boy Cat

POPEYE CHAMPIONS

E23-1	Beach Peach
E23-2	Jitterbug Jive
E23-3	Popeye Makes A Movie
E-23-4	Fly's Last Flight
E23-5	How Green Is My Spinach?
E23-6	Gym Jam

COMIC KING

C22-1	Et Tu Otto
C22-2	A Tree Is A Tree Is A Tree
C22-3	The Method and Maw
C22-4	Take Me To Your Gen'rul
C22-5	Keeping Up With Krazy
C22-6	Mouse Blanche
C23-1	Panhandling On Madison Avenue
C-23-2	Fizzicle Fizzle
C23-3	Sailing Zero
C23-4	Fix That Clock
C23-5	A Friend In Tweed
C23-6	The Once Over
C23-7	Service With A Smile
C23-8	Call Me A Taxi
C23-9	Highway Slobbery

SPECIAL

B23-1	Jamboree At Marathon
B23-2	Wyoming Snapshot

SPORTS IN ACTION

D23-1	Festival Of The Bulls
D23-2	Sky Divers
D23-3	Speed On Ice
D23-4	Best In Show
D23-5	On The Bounce

20th Century-Fox

TERRYTOONS (2D ALL PURPOSE; DELUXE COLOR)

5501	(Jan.) Gadmouse The Apprentice Good Fairy
5502	(Feb.) The Sky's The Limit
5503	(Mar.) Freight Fright
5504	(Apr.) Don't Spill The Beans
5505	(May) Weather Magic
5506	(June) Darn Barn
5507	(July) Dress Reversal
5508	(Aug.) Robots In Toyland
5509	(Sept.) Git That Guitar
5510	(Oct.) The Third Musketeer
5511	(Nov.) Twinkle Twinkle, Little Telestar
5512	(Dec.) The Toothless Beaver

United Artists

PINK PANTHER COLOR CARTOONS

6551	(Dec.) Pink Phink
6552	(Feb.) Pink Pajamas
6553	(Mar.) We Give Pink Stamps
6554	Dial 'P' for Pink
6555	Sink Pink
6556	Pickled Pink
6557	Pink Ice
6558	Shocking Pink
6559	Pinkfinger
6560	Pinktail Fly
6561	Reel Pink
6562	An Ounce Of Pink
6563	Pink Panzer
6561	Pink Panzer

SPECIALS

6480	Chagall (3 reels)
6470	Beatles Come To Town
6471	This Is Jordan (3 reels)
6472	Dave Clark Five

Universal

TWO REEL SUPER SPECIALS

4501	(Jan.) Bigtown Village
4502	(Mar.) Casey At The Met(s)

SPECIALS

4504	(Dec.) Football Highlights Of 1964
4505	(Feb.) Yesterday's Big Story

COLOR ADVENTURES (One Reel)

4571	(Jan.) Keep America Singing
4572	(Feb.) Flying Fisherman
4573	(Mar.) Peewee Leaguers
4574	(Apr.) The Great River
4575	(May) Aquacapers

WALTER LANTZ COLOR CARTUNES

4511	(Jan.) Three Little Woodpeckers (WW)
4512	(Jan.) Case Of The Elephant's Trunk
4513	(Feb.) Woodpecker Wanted (WW)
4514	(Feb.) Fractured Friendship
4515	(Mar.) Birds Of A Feather (WW)
4516	(Mar.) Guest Who?
4517	(Apr.) Canned Dog Feud (WW)
4518	(Apr.) Half Baked Alaska
4519	(May) Janie Get Your Gun (WW)
4520	(May) Davey Cricket
4521	(June) Siox Me (WW)
4522	(June) Pesty Guest
4523	(July) What's Peckin' (WW)

Warner Bros.

MERRIE MELODIES-LOONEY TUNES TECHNICOLOR CARTOONS

3701	(Oct.) Panchos Hideaway
3702	(Dec.) Road To Andalay
3703	(Jan.) It's Nice To Have A Mouse Around The House
3704	(Jan.) Cats And Bruises
3705	(Feb.) The Wild Chase
3706	(Mar.) Moby Duck
3707	(Apr.) Assult and Peppered
3708	(May) Well Worn Daffy
3709	(June) Corn on the Cop
3710	(June) Suppressed Duck
3711	(July) Rushing Roulette
3712	(Aug.) Run, Run Sweet Roadrunner
3713	(Aug.) Tease For Two
3711	(July) Rushing Roulette
3712	(Aug.) Run Run Sweet Roadrunner
3713	(Aug.) Tease For Two

BUGS BUNNY SPECIALS

2721	(10-19-63) Mad As A Mars Hare
2722	(1-18-64) Dumb Patrol
2723	(Mar.) Dr. Devil And Mr. Hare
2724	(July) False Hare

BLUE RIBBON HIT PARADES TECHNICOLOR (REISSUES)

3301	(Sept.) Heir Conditioned
3302	(Sept.) Broom Stick Bunny
3303	(Oct.) Rocket By Baby
3304	(Nov.) Tree Cornered Tweety
3305	(Dec) Heaven Scent
3306	(Jan.) Rabbitson Crusoe
3307	(Jan.) Too Hop To Handle
3308	(Mar.) Zoom And Bored
3309	(Apr.) The Hole Idea
3310	(May) Napoleon Bunny-Part
3311	(June) By Word of Mouse
3312	(July) Half Fare Hare
3313	(Aug.) Unexpected Pest
3313	(Aug.) Unexpected Pest

WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR) TWO-REELERS

3001	(Sept.) Where Winter Is King
3002	(Apr.) Gone Fishin'
3003	(May) Under The Little Big Top
3004	(July) Winter Paradise

WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR) (REISSUES) ONE-REEL

3501	(Nov.) Riviera Revelries
3502	(Feb.) Football Royal
3503	(Mar.) Rodeo Roundup
3504	(May) Art of Archery
3505	(June) Cowboy's Holiday
3506	(Aug.) Italian Holiday
3506	(Aug.) Italian Holiday

CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum words. No cuts or borders. **4 consecutive** insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (See "A-Man" CORNER on this page for Help and Situations Wanted advertising.)

BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO $3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

NO FILM RENTAL if Midnight Show fails to fill your theatre to ½ capacity. BOX 287, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

EQUIPMENT WANTED

TOP PRICES PAID for soundheads, lamphouses, rectifiers, projectors, lenses and portable projectors. What have you—STAR CINEMA SUPPLY. 621 West 55th St., New York 10019.

FORMS AND SYSTEMS

For the Best in THEATRE-TESTED and APPROVED FORMS and SYSTEMS . . . EXHIBITOR BOOK SHOP, 317 N. Broad St., Philadelphia, Pa. 19107.

NEW EQUIPMENT

INDESTRUCTIBLE MASONITE MARQUEE LETTERS, interchangeable all makes. 4"-50c, 6"-65c, 8"-75c, 10"-90c, 12"-$1.05, 16"-$1.75, 17"-$2.00, 24"-$3.00. Non-sliding spring 10c additional. 10% discount 100 letters assorted or over $60.00 list. Free sample! S.O.S., 387 Park Ave., South, New York 10016.

50% BRIGHTER PICTURES WITH NEW SCREENS—Mattewhite, only 57¢ square foot; Mattewhite Lenticular or Pearglo, 89¢ square foot. SAMPLES FREE! S.O.S., 387 Park Avenue, South, New York 10016.

SPEAKER CONES

DRIVE-IN SPEAKERS RECONED 90¢ EACH. All weather resistant material. Write for free sample. C & M RECONE COMPANY, 11 Witherspoon Street, Princeton, New Jersey.

THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY, INC., 100 Taylor Street, Nashville 8, Tennessee.

SPECIALISTS IN REBUILDING CHAIRS. Best workmanship, reasonable prices. Have men, will travel. Rebuilt theatre chairs for sale. NEVA BURN PRODUCTS CORP., 262 South St., N. Y. C.

WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION. E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa

Buying? Selling? USE CLASSIFIED!
Need a Man? Need a Job? See Below!

The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you* are looking for a job . . . or IF you* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in theree consecutive issues and then dropped. If success does not crown an original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it. And it is completely FREE!

***A (WO) MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.**

POSITION WANTED: Manager, Philadelphia or Boston area. 12 years experience, 28 years old, single. Good references. **BOX A1013, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

DOES YOUR MANAGER just set? Feed off the fat of the Box Office? Want a change? Mature, versatile manager seeks drive-in, southern California. **BOX B1013, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

UNEMPLOYED YOUNG MAN desires job as theatre manager. Forty years old and single. Eleven years experience with a good chain. **BOX A929, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

EXPERIENCED MANAGER, conventional or drive-in, immediate availability possible. **BOX B929, c/o M.P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

WANTED: Licensed projectionist interested in working in New York City. **BOX C929, c/o M. P. EXHIBTOR, 317 N. Broad St., Phila., Pa. 19107.**

SHOWMAN WANTED: Experienced man for indoor theatre, excellent opportunity for right man. **BERGER AMUSEMENT CO., 317 Plymouth Building, Minneapolis, Minn. 55402.** (929)

POSITION DESIRED as manager or assistant in New York State. Service completed, married, early thirties, will relocate. 15 years in theatre business. **BOX A106, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

MANAGER, must be married, experienced. Small Pennsylvania town, first run. Must relocate in town, apartment goes with job. Prefer someone from Eastern Pennsylvania, New Jersey or Delaware. Apply by letter to **BOX B106, c/o M.P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

WANTED: Young man interested advertising career with circuit, office Washington, D.C. vicinity. Good background newspaper layout & placement, radio-TV time purchasing, exploitation & campaign negotiation with film companies. Send resume, recent photo, salary requirements. **BOX C106, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

JOB WANTED anywhere. Projection, have some managing experience in small town, also some drive-in experience. Will go wherever job is. Have no ties here. Make offer **W. WOOLSEY FRAZIER,** Hotel Macon, Macon, Mo. (929)

Address all Correspondence to— *The A—MAN Corner*

Motion Picture Exhibitor
317 N. Broad St., Phila., Pa. 19107

HANDY SUBSCRIPTION BLANK

Yes, start sending

MOTION PICTURE

EXHIBITOR

plus

Showmen's Trade Review

TO:

Name ....

Title ....

Address ....

....

....

....

★

☐ Enclosed

☐ $2.00 for one year

☐ $3.50 for two years

☐ $5.00 for three years

(Outside Western Hemisphere)

☐ $5.00 one year

☐ $8.00 two years

☐ $11.00 three years

CLIP and MAIL TODAY TO

317 N. Broad St., Phila., Pa. 19107

which was the ONLY audited motion picture trade paper to increase paid circulation this year? of course . . .

MOTION PICTURE EXHIBITOR

. . . stands to reason with all those new theatres opening the past year that MOTION PICTURE EXHIBITOR's circulation would go up. Theatremen know a good trade paper when they see it.

MOTION PICTURE EXHIBITOR

Serving the Reader first—which serves the Advertiser Best!

317 North Broad Street Phila., Pa. 19107

MOTION PICTURE EXHIBITOR

OCTOBER 20, 1965
Volume 74 Number 12
IN TWO SECTIONS • THIS IS SECTION ONE

Court Seeks Truce Until Para. Trial

(See page 7)

Minn. Theatremen Host Distributors

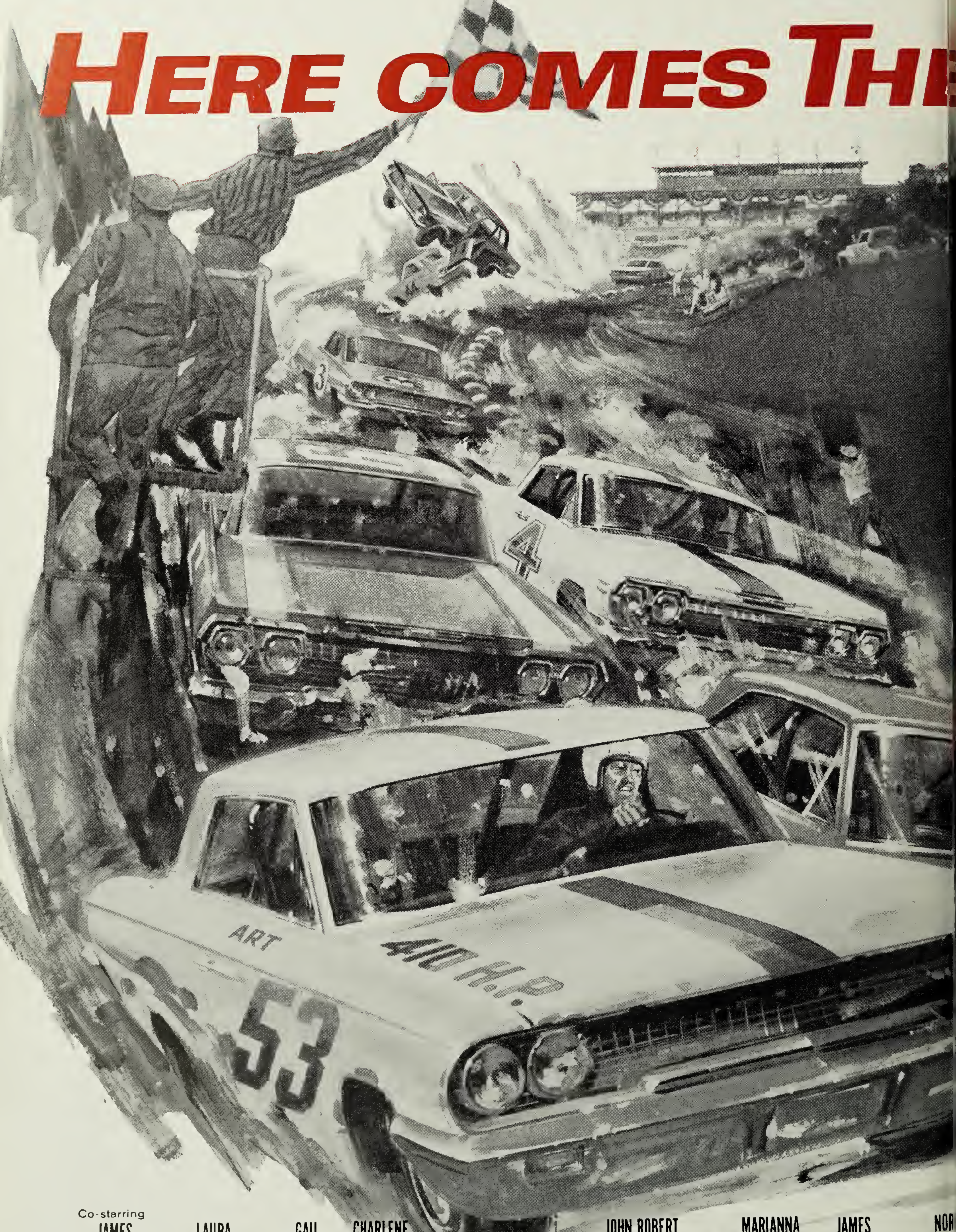
(See page 12)

Seen are TOA's president Sumner Redstone (top) and Allied States' president Jack Armstrong, whose remarks on the fall product shortage have bolstered hopes that NATO will act swiftly against this ill. See editorial and news story in this issue.

HOBBLED FOR THE BIG RACE . . .

see editorial—page 5

HERE COMES TH


3
4
ART
410 H.P.
53

Co-starring

JAMES CAAN · LAURA DEVON · GAIL HIRE · CHARLENE HOLT

JOHN ROBERT CRAWFORD · MARIANNA HILL · JAMES WARD · NOR AL

SPEED BREED!

The special breed of girls attracted only to men attracted to Speed...they meet, merge and do only-they-know-what in the wild, turbulent, topsy-turvy Racing World.

HOWARD HAWKS PRESENTS

RED LINE 7000

TECHNICOLOR®

PARAMOUNT'S GOT IT READ
AND ROARING TO GO FOR YO
THANKSGIVING. AN

ed | Produced by
ARD HAWKS · Screenplay by
GEORGE KIRGO · Music Scored and Conducted by
NELSON RIDDLE

A PARAMOUNT PICTURE

PARAMOUNT CROSSES THE WINNING LI
WITH THE HOTTEST PROMOTIONS EVER TO BARREL DOWN THE PIKE FOR ..

RED LINE 7000!

AND THESE CROSS-COUNTRY PROMOTIONS STARTED MONTHS AGO! TOTAL TIE-INS ENCOMPASSING NATIONAL MAGAZINES, LOCAL NEWSPAPER DEALER PARTICIPATION, COUNTER CARDS, DEALER DISPLAYS & PUBLICITY, TV DEALER TIE-UPS, POSTERS & HANDBILLS AT EVERY MAJOR STOCK CAR MEET SINCE LAST JULY. PLUS CONTINUING ADS & MENTIONS IN ALL THE SPECIAL MOTOR MAGAZINES—IN SHORT: THE WORKS!

- HOLIDAY INNS OF AMERICA
- FORD MOTORS
- FIRESTONE TIRE AND RUBBER
- HONDA MOTORCYCLE
- ECONO-CAR
- PURE-OIL
- ROLEX WATCHES
- CHANNEL MASTER
- REVELL GAMES
- SUN ELECTRIC TACHOMETER
- AJAX COMBS
- PEPSI-COLA

WATCH FOR YOUR "RED LINE 7000" MERCHANDISING MANUAL WHICH DETAILS THE ABOVE.

The Trade Paper Read by Choice—Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 3110 Elm Avenue, Baltimore, Md. 21211. New York field office: 1600 Broadway, Suite 604, New York 10019, West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.: Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecoff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: $2 per year (50 issues); and outside the United States, Canada and Pan-American countries, $5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WAlnut 2-1860.

Member Audit Bureau of Circulations

MOTION PICTURE EXHIBITOR Plus... SHOWMEN'S TRADE REVIEW

Volume 74 • No. 12 October 20, 1965 Our 47th Year

HOBBLED FOR THE BIG RACE

There was both excitement and drama as Allied States Association of Motion Picture Exhibitors met last week in Pittsburgh on the eve of what may well be exhibition's finest hour—the merging of Allied and TOA into the National Association of Theatre Owners.

Speakers at the sessions looked into the future and tried to sketch for the future members of NATO some of the major problems that will confront the new organization. Sumner Redstone, TOA president, who keynoted the Allied convention as an indication of exhibition's new unity of purpose, set the tone.

There is little doubt that the motion picture industry is in a state of resurgence following too many years of decline. Exhibition recognizes this resurgence, and faith in the future is indicated by new theatres and modernizations all over the country. Another bright sign was the product reels shown delegates by most of the majors.

These signs are unmistakable, but beneath that happy surface run many dangerous currents. Redstone, Allied president Jack Armstrong, and other speakers at the convention recognize these currents.

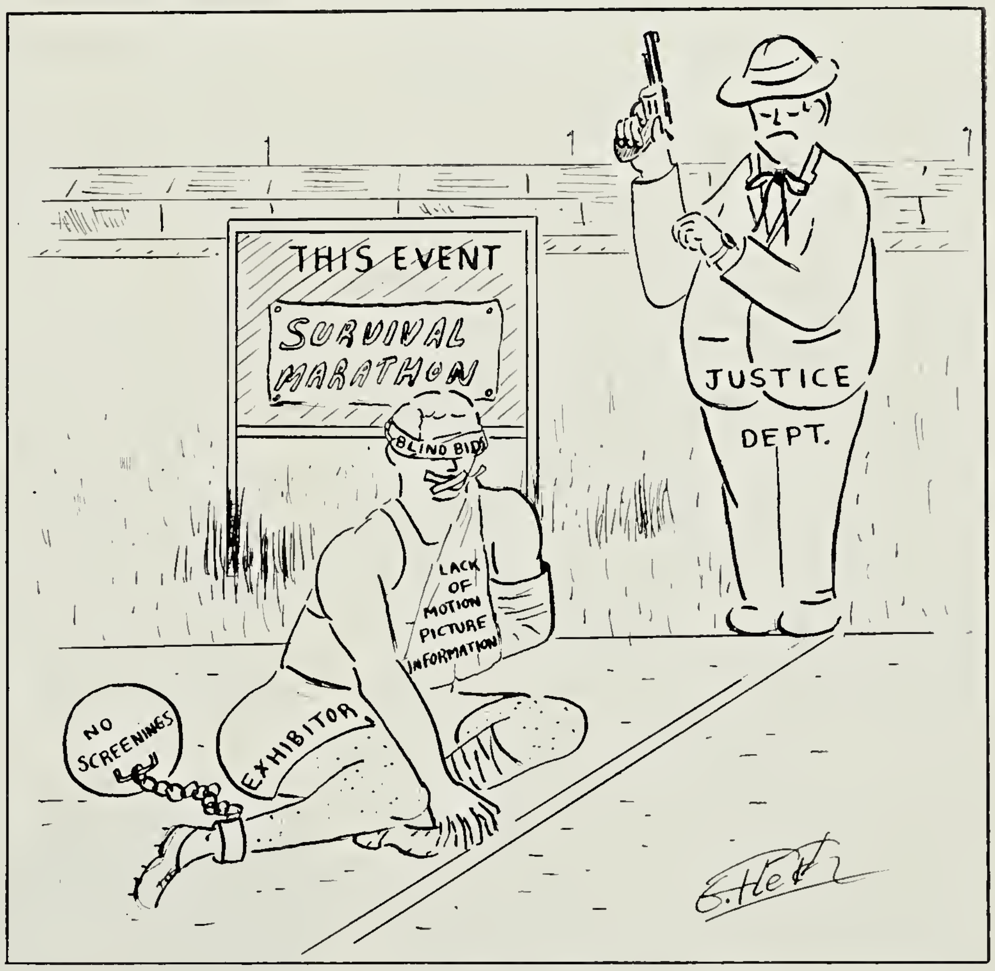
The motion picture industry is currently in a period of product famine that shows no sign of a let-up until the traditional holiday season. Redstone calls it a road to disaster, and he does not overstate the situation. The exhibition leader hinted in his keynote address that one of NATO's first jobs may well be to enter the field of film production in some direct manner, as unlikely as this seems.

Theatres need more films in slack release periods than are currently available. That is a hard fact, and all the rosy predictions for the future will not make it disappear. Exhibition's investment in real estate, equipment, new construction, and modernization can not be justified if film is not available—quality film in sufficient quantity to keep motion picture entertainment in the public consciousness.

This product shortage—whatever its cause—sets up a chain reaction that forces every theatre to the economic wall. Picures can be released without sufficient information being made available to exhibitors because theatres are starving for product. Certain sales executive capitalize on this by squeezing the last dollar from theatres in an effort to look good for their superiors. Cut-throat bidding situations can be created and maintained because every film is a prize that must be won regardless of the cost.

Blind bidding continues despite pious declarations on all sides because nothing remotely playable can afford to be passed over. Exhibitors are contestants in a survival marathon—a race into the future—with chains on their ankles, tape over their mouths, and a blindfold over their eyes. They can only hope to compete given orderly release of quality product throughout the year.

New theatres in America's shopping centers garner a host of industry headlines. The closings of theatres that have been forced past the breaking point receive far less publicity. We have letter after letter in our files from men who have given their lives to the motion picture industry and have been forced in recent months, to close their theatres. Certainly some are marginal situations which couldn't adjust to the demands of modern theatre operation. However, many more have simply been destroyed by outrageous terms and forced competition created by the shortage of product.



"Is the contestant ready . . . ?"

This is the story that exhibition has tried to tell the Justice Department for a long, long time. However, the Department and other federal agencies seem exceedingly reluctant to disturb the status quo. So exhibition must disturb that status quo without outside help. This is the reason for NATO. This is the reason independent exhibitors look to their new organization with new hope. Redstone and Armstrong know the problems faced by theatremen everywhere. It remains to be seen whether NATO will gain the active support of U.S. exhibition to the point where it can be an effective tool to reform economic conditions that have been tolerated far too long.

Lip service isn't enough. Exhibition has been saying all the right words for years. Can those words be translated into action?

Serving the Reader First—Which Serves the Advertiser Best

NEWS CAPSULES

FILM FAMILY ALBUM

Gold Bands

Joyce Lozito, secretary to **Jack B. Huber**, Universal contract department manager in New York, was married to **Robert Schildhorn.**

Obituaries

Burton Balaban, 43, an independent film producer and director, died at Memorial Hospital, New York, after a long illness. He was president of Princess Pictures, which produced 13 feature films abroad. He was a combat photographer with the U. S. Marine Corps in World War II. He is survived by his wife, his parents—**Barney Balaban**, chairman of the board of Paramount Pictures Corporation, and **Mrs. Balaban**—a sister, and a brother. Funeral services were private, with interment in the family mausoleum in Chicago.

Mrs. Ruth Curfman, who was associated for 38 years with her husband, **A. Dwing Curfman, Sr.**, and a son in the operation of the State, Westerville, Ohio, died at her Westerville home. In addition to her husband and son, she is survived by four grandchildren and a sister.

Clarence C. Pippin, Philadelphia film man, died in North Miami Beach, Fla. Burial was in Arlington National Cemetery, Washington, D.C. He was a member of the Motion Picture Associates of Philadelphia.

Edward S. Purcell, 73, father of **Edward Purcell III**, manager, Stanley Warner's Virginia Harrisonburg, Va., died there. A former railroad construction and building construction engineer, he was in the plumbing, heating, and building construction business.

Irving Reiner, 52, assistant purchasing agent for Warner Brothers, died in Kingsbridge Road Veterans Hospital in the Bronx, New York. He had been with Warners since 1929. He is survived by a brother and a sister.

William Specht, 57, associate editor, The Film Daily, died at Boulevard Hospital in Queens, N.Y. A newspaperman, he had been with Showman's Trade Review from 1949 through 1958. There are no immediate survivors.

Willis H. Vance, 63, owner Guild, Peebles Corner, Ohio, died of a heart attack. He was also a partner in the 20th Century-Theatre, Oakley Square. Survivors include three daughters, a brother, and six grandchildren.

Max J. Weisfeldt, 75, veteran distribution executive and producer, died at Long Beach, Cal., where he had been in retirement for the past 12 years. A native of Milwaukee, and a charter member of Motion Picture Pioneers, he had been with F.B.O., Fox, and Columbia Pictures. He is survived by his wife, a brother, and a son.

Tri-State Exhibs To Meet

HOLLY SPRINGS, MISS.—Leon Rountree, president, Tri-State Theatre Owners and Managers of Mississippi, Arkansas, and Tennessee, announced that the organization's 56th convention will be held Nov. 8-9-10 at the Chisca Plaza Motel, Memphis, Tenn. Speakers will be Tommy Thompson, Thompson Theatres, Harkinsville, Ga.; Clare Woods, president, Louisiana Theatre Owners; Richard Lightman, president, Tennessee Theatre Owners, and others.

FORMS FOR THIS PAGE CLOSED AT 5 P.M. ON MON., OCT. 18

Orderly Flow Of Product Pledged By MGM's O'Brien

PITTSBURGH—Robert H. O'Brien, president, MGM, told theatremen at the Allied States Association of Motion Picture Exhibitors convention that his company would make product available to them "in a steady flow and on a regular schedule, not just at peak periods."

O'Brien voiced his pledge as he received Allied States "Man of the Year" award at a banquet at the Penn-Sheraton Hotel that officially ended the convention. He reminded his listeners that "the success of our company can only be achieved if it is, at the same time, success for you gentlemen here at this convention."

He said that in all of its activity, MGM is "moving ahead with confidence in our business, with enthusiasm generated by your showmanship and cooperation, and with a belief that, whether we engage in production or exhibition, we will be in business together for a long time to come."

Martin Ranoshoff was honored as "Producer of the Year"; the distinguished actor award went to James Stewart; Ann-Margret was cited as "Star of the Year"; the showmanship award went to James Carreras, chief barker, Variety Clubs International, and managing director of Great Britain's Hammer Films. Other award winners were Rosemary Forsyth, "New Star of 1965"; Marty Allen and Steve Rossi, "Best Comedy Team"; Elizabeth Hartman, "Star of the Future"; and Kaspar Monahan, who received the press award.

The banquet was sponsored by Coca-Cola Company and was preceded by a cocktail party hosted by Carbon Products Division of the Union Carbide Corporation.

Conrad Baker Heads AIT

NEW YORK — Associated Independent Theatres announce the election of Conrad Baker as president and David H. Isacson as vice-president.

The operation of the chain of motion picture theatres, which number 31, located in Nassau, Suffolk, and Westchester Counties, New York City, New Jersey, Arizona, and California, will continue along the lines laid down by the company's founder, Samuel Baker, who died on Oct. 2 in California.

Conrad Baker has been engaged in the motion picture business for more than 25 years. He joined his father, Samuel Baker, at the founding of the A.I.T. chain 10 years ago and had been working closely with him since then. Isacson was in at the formation of A.I.T. and was appointed general counselor five years ago. A.I.T. will continue its vigorous expansion program. Theatres presently under construction will be finished.

BROADWAY GROSSES

Birthday For "Fair Lady"

NEW YORK—In a week in which Warners' "My Fair Lady" celebrated its first full year on Broadway, and Radio City Music Hall continued Warners' "The Great Race" at a great clip in its fifth week, business in the rest of the first runs was about average for this time of year. According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

"THE GREAT RACE" (Warners). Radio City Music Hall, with usual stage show, did $100,000 on Thursday through Sunday, with the fifth week sure of $145,000.

"THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES" (20th-Fox). DeMille stated the 18th week was $19,750.

"THE SOUND OF MUSIC" (20th-Fox). Rivoli claimed the 33rd week at $47,000.

"MARRIAGE ON THE ROCKS" (Warners). Loew's Capitol did $18,000 on the fourth week.

"THE AGONY AND THE ECSTASY" (20th-Fox). Loew's State on hard ticket policy did $53,000 for the second week.

"THE HALLELUJAH TRAIL" (UA). Astor reported $11,000 for the third and final week on "show-case" policy.

"BUNNY LAKE IS MISSING" (Columbia). Victoria had $21,000 for the second week.

"THE GREATEST STORY EVER TOLD" (UA). Warner Cinerama claimed $14,057 for the 35th week.

"MY FAIR LADY" (Warners). Criterion, with road show policy, reported $38,500 for the 52nd week.

TOA Honors Julie Andrews

NEW YORK—Julie Andrews has been selected by the Theatre Owners of America as the "Star of the Year" and will receive the coveted award formally on Oct. 30 in Hollywood at the spectacular finale of TOA's 18th annual convention, the President's banquet.

The announcement by Sumner M. Redstone, president, and Sherrill C. Corwin, convention chairman, adds Miss Andrews to an illustrious list of stars to be so honored by the national exhibitor association, which each year salutes the performer whose boxoffice magnetism has been outstanding.

The new honor highlights a spectacular rise to the topmost rank of cinema popularity for Miss Andrews, who, in three pictures, has established herself as an actress of exceptional talent and a marquee name of great drawing power. Her first film appearance in the title role of "Mary Poppins" for Walt Disney captured the Academy Award for "Best Performance by an Actress," presented last April. Subsequent to that portrayal, she appeared in the title role of "The Americanization of Emily" for Metro-Goldwyn-Mayer, and then starred in the screen version of "The Sound of Music" for 20th Century-Fox. The lovely "Star of the Year" has just completed work in her fourth starring role, "Hawaii," for United Artists and is now appearing before the cameras in "Torn Curtain" for Universal.

Uneasy Status Quo In Para. Suit

Will Rogers' Birthday Aids Hospital Fund Drive

NEW YORK—Morris Lefko, MGM vice-president and general sales manager and national chairman of this year's Will Rogers Fund Drive, urges alert showmen to look ahead and make preparations to link their Will Rogers fund-raising activities with the birthday, Nov. 4, of the beloved American humorist. That day will be the 86th anniversary of the man whose name lends prestige and warmth to the industry's great Will Rogers Memorial Hospital at Saranac Lake. The birthday-promotion plan encompasses two angles.

The first is centered in the IATSE locals throughout the nation. On Will Rogers' birthday, two awards are made to the two locals showing the top performance in the IATSE-created "Scrap-N-Drippings Drive." Members of participating locals are united in collecting copper drippings from lamp houses, and other scrap from the theatres in which they work. They then sell it for salvage for the benefit of Will Rogers Hospital. The awards are handsome mahogany-like plaques. One is presented to the local attaining the "greatest total" in salvage sales; the other to the local producing the "most per member."

The second part of the Will Rogers birthday-promotion plan involves the publicity aspect, suggested by national publicity chairman Si Seadler. Exhibitors are asked to publicise the event in lobby displays and press releases.

New Conn. House Set

HARTFORD—Construction on the first new motion picture theatre in Manchester, Conn., since 1925, will start within a few weeks, according to the First Hartford Realty Corporation.

Grounds behind the Manchester Shopping Parkade are being readied now.

The 1,000-seat theatre, to be operated by the United Artists-Bernie Menschell interests, will be the first shopping center film facility in metropolitan Hartford.

Hollywood Guild Heads To Address TOA Meet

HOLLYWOOD—The presidents of three Hollywood creative guilds will be among the key speakers at the Theatre Owners of America's 18th annual convention at the Ambassador Hotel here, Oct. 28-30, it was announced by Sherrill C. Corwin, general convention chairman.

George Sidney, president, Directors Guild of America; Dana Andrews, president, Screen Actors Guild; and Louis Edelman, president, Screen Producers Guild, are scheduled to address the opening session, Oct. 28, attended by more than 1,500 showmen representing 15,000 theatres, the largest conclave of exhibitors in the history of the industry.

The Guild prexies will discuss the relationships of their members with the theatre men of the nation. The presence of the heads of all three Guilds on the dais for a business session of the "Make Mine A Movie" themed convention is a "first" for TOA.

Loew's House For Miami

MIAMI, FLA.—Loew's Theatres and Gilim, Inc., Miami, Fla., jointly announced the signing of a lease for the construction of a new theatre in the Westchester Shopping Center, located at the intersection of Coral Way and Galloway Road in Miami.

The lease was negotiated by the Loew's theatre circuit's chief executives, Arthur M. Tolchin and Bernard Myerson, and by George L. Marks, president of Gilim, Inc.

The new luxury theatre will seat 1,200 and provide free parking for 1,500 cars. Widely-spaced rocking-chair type seats, an art gallery, and unique decor will be among the theatre's many features. The theatre will be equipped to show all film sizes from 35mm standard to 70mm, including Cinerama. Ten-track, multi-channel, transistorized sound with "surround" speakers will insure high-fidelity stereophonic reproduction of dialogue, with music and effects.

Seen at the recent world premiere of Columbia's "Bunny Lake Is Missing" at the Victoria, New York, were, left to right, producer-director Otto Preminger; co-star Carol Lynley; Columbia president A. Schneider; Columbia executive vice-president Leo Jaffe; and Keir Dullea, co-star.

Judge Palmieri Tries For Early Court Trial As Litigants Trade Charges Of Misconduct

NEW YORK—Federal Judge Edmund L. Palmieri took no action after a full day's arguments by opposing counsel on Paramount's request for a temporary injunction to restrain directors Herbert J. Siegel and Ernest Martin from serving on the board, soliciting proxies, or voting their stock.

After Judge Palmieri discussed with the attorneys for both parties various procedures that were available to bring the case to a decision, they agreed to consider the proposal that the status quo be maintained pending trial of the action.

The jurist said that if they voted to maintain the status quo, he would schedule the suit for trial in the middle of November or early December, and if they fail to agree on maintaining the status quo, then the court will hand down a ruling on Paramount's motion for a temporary injunction.

It was indicated that, if the status quo suggestion is embraced by the lawyers and the case goes to trial, the court will avoid ruling on the injunction motion.

Judge Palmieri ordered the litigants to submit papers on proposed findings of fact and conclusions of law by Oct. 15. They were given until Oct. 19 to submit replies.

Louis Nizer represented Paramount, and Edward Bennett Williams and Abraham L. Pomerantz represented Siegel and Martin.

Nizer told the court that since Siegel is board chairman of Baldwin-Montrose Chemical Company, which owns 70 per cent of General Artists Corporation, as well as being a holder of 135,000 shares of Paramount stock, this raises the issue of "interlocking directorates," which are ruled out under the Clayton Act.

Nizer said that Siegel is a "parent" of GAC as well as of B-M because of B-M's 70 per cent ownership of GAC. Siegel was charged with resorting to "hocus-pocus" to acquire the block of Paramount stock and with using Martin "merely" as his "dummy" to advance his ends.

Siegel, according to Nizer, was "determined to obtain control of the huge file of talent of Paramount."

It was explained that Paramount was resisting Siegel's efforts to obtain its list of stockholders because, as a "parent" of B-M and GAC, he was "in competition" with the film company, and was "not entitled to the list."

Nizer said that while Siegel did resign as president and a director of GAC, he failed to resign as the "controller" of B-M, which controls GAC.

Nizer declared that Siegel and Martin said they wanted to acquire the Paramount stock merely as an investment, yet they proceeded to offer an "opposition" slate of board nominees.

The Paramount counsel said that when Siegel and Martin asked for "corporate information" following their election to the Paramount board, it never was denied them. "But they adopted a series of tactics charac-

(*Continued on page* 13)

Curtain Falls On National Allied; NATO Faces No Problem Shortage

PITTSBURG, PA.—Business sessions at the Allied States Association of Motion Picture Exhibitors' last annual convention held here last week concentrated on discussion of problems facing the industry, with emphasis on the fall product shortage.

Jack Armstrong, president, Allied, reiterated the warning made earlier in the keynote address of Sumner Redstone, TOA president, and expressed his concern over the situation.

He declared that the matter warranted the immediate attention of the National Association of Theatre Owners, which will come into existence Jan. 1.

Coupled with the lack of quality product, he said, is the need for "orderly release of an adequate supply to fill the requirements of the expanding theatre market."

"I challenge distribution," Armstrong said, "to justify the release schedule for September, October, November and December. Distribution must recognize the hardship it is creating and the inability of the theatres to cope with nightly tv motion picture suicide with the release schedule that confronts us for the latter third of this year. I invite distribution to demonstrate their willingness to increase the supply of product that will develop the full potential of the theatre business."

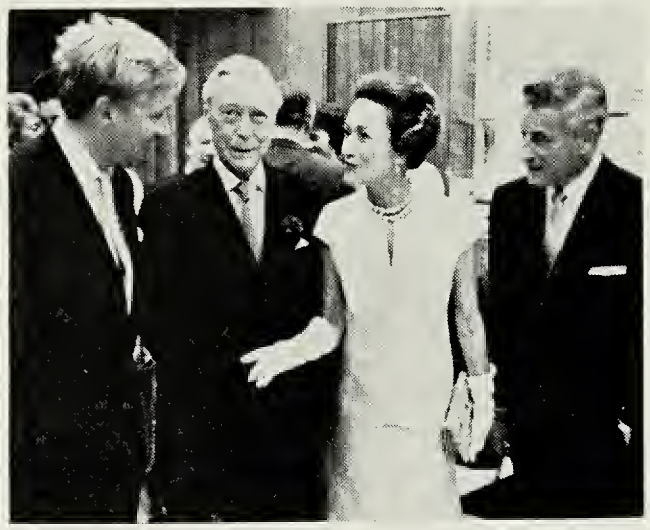
Other trade practices which must be given the early attention of NATO, Armstrong said, are the whole concept of blind bidding and bidding, suggesting that a remedy is the code of ethics which Allied has developed recently. He also called for a "flexible sales policy that will allow all of the quality product to play in every theatre for some reasonable time in each territory. He said NATO should also develop a research program; and must contribute to better theatre management and better public relations.

Milton H. London, Allied States executive director, told the convention that exhibitors must be conscientious in practicing self-retraint in the type of pictures they play if they wish to avoid the wrath of their communities. He also warned that new taxation and a variety of regulatory measures may be in the offing and urged exhibitors to be on the alert for them. He said that among these were censorship, taxation, the federal minimum wage law, etc.

London also noted that drive-ins are faced with complicated problems with the expansion of residential areas bordering upon older drive-in locations—questions of "public nusiance" and "invasion of privacy."

The directors of Allied States met and reelected all present offices including Armstrong, president; Marshall H. Fine, chairman of the board; Ben Marcus, chairman of the executive committee; London, executive director; vice-presidents George Stern, James L. Whittle, Harrison D. Wolcott, and William M. Westman; secretary Edward E. Johnson; and treasurer Harry B. Hendel. They will serve until Jan. 1 when the new NATO exhibitor organization comes into being.

Irving Dollinger, Triangle Theatre Service, New York, presided at the big city seminar, and Ray Vonderhaar, president, North Central Allied, at a small town clinic. These sessions revealed a continuing increase in the production of adult films which caused more frequent rejection of theatre advertisements or requests for revisions in copy at the local level. Despite this, not a single exhibitor at either clinic reported complaints from audiences or local officials concerning film content.



Stanley Kramer, right, producer-director of Columbia's "Ship Of Fools," and Oskar Werner, left, who stars in the film, are seen with Their Royal Highnesses the Duke and Duchess of Windsor after a recent private screening in Paris.

Sol Horowitz, film buyer, Allied Theatres of Illinois, participated in both sessions and said this was surprising as he had expected the greater number of sophisticated films in release would give rise to exhibitor problems which would generate wide-spread discussion.

Many of the problems discussed resolved themselves into a matter of how to buy film.

Distributor advertising and publicity of grosses on newly opened pictures came in for considerable discussion at the big city session.

Dollinger reported that he's in favor of distributors spending to help a picture—and the theatre playing it—to do business. "What I'm against," he said, "is the exhibitor making the wrong kind of deal. Instead of fighting over terms in such cases, the exhibitor should fight over advertising dollars."

Current and future releases of all national distribution companies were taken up picture by picture and company by company.

Benjamin Berger, Minneapolis, at the small town clinic, said that an exhibitor has no obligation to live up to a contract if the terms are too stiff. He suggested that exhibitors march on the distributors' home offices to protest contract terms.

National Screen Service's recent price increases on standard accessories came in for discussion at both sessions.

Small theatre operators complained of the poor condition of prints and of C.O.D. shipment of their films. Promotion material also came in for complaints, exhibitors saying that it is not geared to sell small town audiences and that such theatres are better off creating their own sales material.

Marshall Fine, Allied States board chairman, told the convention that "far from being saddened by the approaching 'end' of Allied, I look forward with happiness and enthusiasm to the birth of NATO, both as the greatest thing that could happen for exhibitor representation and as a natural and logial evolutionary process for our Allied organization, as well as for Theatre Owners of America."

Fine said, "I would remind those who ask why a change should be made now that the time to change horses in mid-stream is when then new horse is far better suited to carry the load than the old one.

"Such will be the case with NATO, an all-inclusive organization of all existing Allied and TOA regional units, plus such other local organizations as have not been directly affiliated in the past with either national group."

Universal Maps Nine Pix In Color To Year's End

UNIVERSAL CITY, CALIF.—Universal will put nine features, all in Technicolor, into production before the end of the year, it was discolosed by Edward Muhl, vice-president in charge of production.

Added to the 12 pictures already started and completed so far this year, all of them also in Technicolor, this will give the company a total of 21 features put before the cameras during 1965, two more than were started during 1964.

An important aspect of this year's schedule is that it marks the first time in Universal's history that its entire year's product has been filmed in color.

Pictures scheduled to start before the end of the year include:

Alfred Hitchcock's "Torn Curtain," starring Paul Newman and Julie Andrews.

"Cocatlan," starring Marlon Brando, with Sidney J. Furie directing for producer Alan Miller.

"Out of Sight," to be produced by Bart Patton and directed by Lenny Weinrib.

"Beau Geste," classic story of the French Foreign Legion to be produced by Walter Seltzer.

"The Pad (And How To Use It)," Ross Hunter production based on Peter Shaffer's London and Broadway stage hit.

"Gambit," starring Shirley MacLaine with Ronald Neame directing for producer Leo L. Fuchs.

"Texas Across the River," an unusual outdoor adventure story to be produced by Harry Keller.

"Let's Kill Uncle," a William Castle production to be produced and directed by Castle.

"Rebel Troop," an outdoor adventure story to be produced by Hal. E. Chester.

Cohen Joins Allied Artists

NEW YORK—Charles Cohen has been appointed assistant to Jack Goldstein, Allied Artists national director of advertising and publicity. Cohen has resigned as national advertising and publicity coordinator for Cinema V Distributing.

Before joining Cinema V, Cohen held executive promotional posts with Embassy, Warner Bros., 20th-Fox, and Universal-International. He started in the motion picture industry with Metro-Goldwyn-Mayer.

Burke To WB Music

NEW YORK—Jack L. Warner, president, Warner Bros. Pictures, Inc., announces the appointment of Joseph F. (Sonny) Burke to the newly created position of executive manager, music department.

Columbus Still Seeks Law To Ban Burlesque Theatre

COLUMBUS, O.—Columbus City Council instructed City Attorney John Young to bring in an ordinance by Oct. 18 designed to ban live burlesque after unanimous passage of a law that would forbid any one under 19 to attend movies and live shows that involve striptease or display of certain parts of the body.

The ban on teenagers attending such movies will affect several Columbus theatres which have been featuring nudist films.

The instruction to Young came after a proposed change in city zoning laws to stop burlesque got nowhere following heated debate between Council president William Fornof and safety director Fred Simon.

Fornof, a Republican, accused the Sensenbrenner (Democratic) administration of playing "cheap politics" in the zoning proposal. He said it would penalize existing theatres. He said the proposed law would make present theatres "non-conforming." The zoning proposal would have required a new, separate zoning classification for all future theatre operations, including burlesque. Fornof said Simon should enforce the existing law which forbids burlesque theatres from operating within a mile of a church or school.

The anti-burlesque drive is aimed at the Gayety theatre, in an East Side neighborhood, which plans to bring in live burlesque soon. The Gayety presently is showing "girlie" films. Leroy Griffith, operator of the Gayety, said he expects to net about $3,000 per week from burlesque showings. Griffith is president of Griffith Enterprises, which operates live burlesque and art houses in eight cities in three states and in Washington D. C. Griffith said every major Ohio city has burlesque, except Columbus.

The zoning ordinance failed to reach a vote, for want of a second.

Fornof said Simon should be vigilant in enforcing city building, fire, and health codes as one method of "cracking down" on certain violators. Simon said that he and City Attorney Young agree that the present city ordinance against burlesque would fail in a court test.

The Gayety management has promised to observe the city building code, Simon advised council. He said the theatre has received permits for installation of a new screen, runway, and dressing rooms.

The controversy has been "very good advertising," said Mrs. Betty Knab, Gayety manager. She added: "You can't buy that kind of publicity."

Asked to comment on the anti-burlesque campaign, Griffith said: "A lot of guys just like to get their names in the paper. Whenever you open anything new, like a bowling alley, somebody knocks it."

Samuels Heads RKO Vending

NEW YORK—RKO Theatres president Harry Mandel announced the appointment of Milton Samuels of the theatre operating department to be in charge of concessions and vending for RKO Theatres. During his eight years with the company, Samuels has been active in all phases of theatre operations.

He is also active in such charitable and humanitarian organizations as United Jewish Appeal, Catholic charities, Variety Club, Jewish Federation, and is the permanent RKO chairman for all industry drives.

MPAA Forms Commission On Films And Education

NEW YORK—Following a meeting of the board of directors of the Motion Picture Association of America, Ralph Hetzel, acting president, announced the formation of a commission on motion pictures and education.

Members of the board who have agreed to serve on the commission are Robert S. Benjamin, board chairman of United Artists Corporation; Robert J. O'Brien, president of Metro-Goldwyn-Mayer Inc.; and George Weltner, president of Paramount Pictures Corporation. Hetzel is an ex officio member.

The purpose of the commission is to give direction to the industry's interest in the field of education. The commission will provide a consultative group to review and discuss programs designed to further study, research, and appreciation of motion pictures at the various levels of education.

Hanner Joins Southwood

CALGARY, ALBERTA, CANADA—Paul Hanner has been appointed general manager of Southwood Drive-In Limited, it was announced by Michael W. Zahorchak, president of the company. The appointment is effective Oct. 25. Hanner will be responsible for the buying, booking, merchandising, and supervision of the company's two theatres in Calgary, Alberta—the one-year old Corral Drive-In and the Tivoli.

Hanner has been director of public relations for Astral Films Limited, Canadian distributor of American International Pictures, since 1960. In 1959, Hanner was ad-pub director of Odeon Theatres (Canada) Limited, and previously held various supervision and management positions with that organization since 1954. He came to Canada from England in 1952 following executive posts with Associated British-Pathe (now Warner-Pathe) and the Granada theatre chain.

Weak Showing Of High Cost Films, Less Product Hurt Col. Earnings

NEW YORK—Earnings of Columbia Pictures Corporation for the year ended June 26 were $2,024,000, equivalent to $1.02 per share, compared with $3,154,000 or $1.64 per share the year before, it was reported by A. Schneider, president.

Schneider stated that final results were adversely affected by the disappointing showing of several relatively high cost pictures. An additional charge of $500,000 was made against earnings at the year end for such pictures. Gross proceeds were also affected since a lesser number of pictures were available for release during the year.

The company also reported that based on current trends in the accelerated showing of films on television, and the increasingly higher income from this source, that its methods of allocating negative costs have been changed in line with practices adopted by other companies in the industry. This resulted in increased net income of $3,107,000 last year.

Schneider stated that the number of pictures started during the second half of the last fiscal year increased substantially. The company, he said, is now fortified with a backlog of pictures that point to an improvement in the company's position during the new fiscal year.

He pointed out that "Cat Ballou," The Collector," and "Ship of Fools," just going into general release, were performing well at the box-office, and these films, plus others scheduled for release during the balance of the current fiscal year, should contribute substantially to the anticipated improvement.

Screen Gems, the company's television subsidiary, anticipates another banner year based on the number of shows sold to the networks for national showings. Syndication sales also show improved strength. The sale of motion pictures for television also continues to be a prime source of added revenue for the company.

NGC Veteran Retires

BEVERLY HILLS, CALIF.—Selma (Tiny) Coplan retires this week from National General Corporation's accounts receivable department after 35 years with the company.

Joan Staley, center, Universal actress who has been elected mayor of Universal City, recently received the gavel from outgoing mayor Tippi Hedren, while Albert Dorskind, left, MCA vice-president and treasurer, and Joe Flynn, president of the Universal City Chamber of Commerce, looked on.

An out of this world merchandising Campaign

LAUNCHES UNIVERSAL'S

PINOCCHIO IN OUTER SPAC

A HAPPY HOLIDAY HIT FOR CHI

A SPECIAL PINOCCHIO IN OUTER SPACE FLOAT WILL BE ONE OF THE HIGHLIGHTS OF THE ANNUAL MACY'S THANKSGIVING DAY PARADE. IT WILL BE SEEN BY MILLIONS OF VIEWERS IN COLOR ON NBC-TV!

EXCITING NATIONAL TOURS "Pinocchio in Outer Space" Float featured in Macy's Parade will be used in similar activities in key cities throughout the country and will tour other locales for promotion and publicity!

Arnold Stang, the voice of Nurtle, will participate in pre-opening campaigns in important keys nationally and will dress in Nurtle costume for appearances on national and local Children's TV shows!

Norm Prescott, producer and former Radio personality, will add to campaign excitement making personal appearances for Radio, TV and Press activities everywhere!

TMAS!

OUTSTANDING MERCHANDISE TIE-UPS!

FLAIR INDUSTRIES: 2 PINOCCHIO IN OUTER SPACE friction toys: A space ship with Nurtle and Pinocchio; and Astro, The Space Whale.

CUDDLE-TEENS: Making 3 specially designed frocks for little misses, using material with PINOCCHIO IN OUTER SPACE prints.

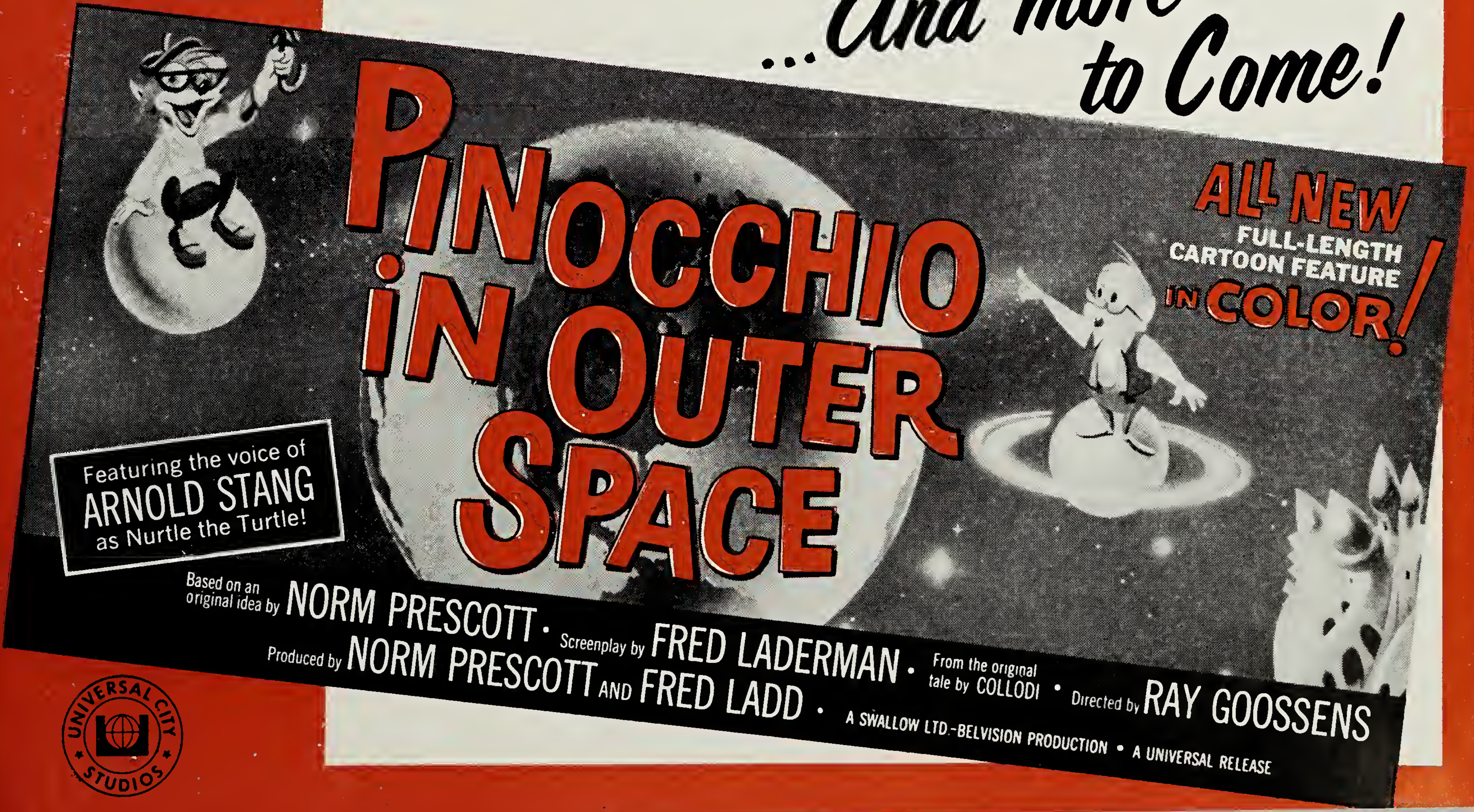
PINOCCHIO IN OUTER SPACE Comic book and coloring book.

WELDON PAJAMAS: Boys' pajamas made of fabric with PINOCCHIO IN OUTER SPACE designs.

PINOCCHIO IN OUTER SPACE Novelty jewelry by
CHARLES WERTHEIMER

KAYSER-ROTH: Bedroom slippers decorated with PINOCCHIO IN OUTER SPACE emblems.

...And more to Come!


PINOCCHIO IN OUTER SPACE
ALL NEW FULL-LENGTH CARTOON FEATURE IN COLOR!

Featuring the voice of
ARNOLD STANG
as Nurtle the Turtle!

Based on an original idea by NORM PRESCOTT · Screenplay by FRED LADERMAN · From the original tale by COLLODI · Directed by RAY GOOSSENS
Produced by NORM PRESCOTT AND FRED LADD · A SWALLOW LTD.-BELVISION PRODUCTION · A UNIVERSAL RELEASE

UNIVERSAL CITY STUDIOS

Minn. Amusement Company Hosts Distribs At "Major Film Seminar"

MINNEAPOLIS—Home office officials of major distributing companies along with their Minneapolis exchange area branch managers, will join Sam Clark, vice-president of American Broadcasting Company in charge of theatres, and leading exhibitors from 11 states in a "Major Film Seminar," which will be hosted by C. W. Winchell, president, Minnesota Amusement Company, at the Minneapolis Sheraton-Ritz Hotel, today and tomorrow (Oct. 20 and 21).

In what may be a new approach to distributor-exhibitor relations, the top echelons of distributor sales along with advertising representatives will present in voice, film, and slide, all 1965-66 product during the seminar which will also include special advertising compaign presentations.

Distributor representatives attending the two-day meeting include:

Buena Vista: Leo Greenfield, sales and booking; Don Conley, western division manager; Paul Lyday, publicity; Harris Dudelson, midwest district manager; and Avron Rosen, branch manager.

Columbia Pictures: Rube Jackter, general sales manager, and Byron Shapiro, branch manager.

Twentieth Century-Fox: Joseph M. Sugar, sales manager; Harry Buxbaum, division manager; Dean Lutz, branch manager.

Metro-Goldwyn-Mayer: Morris Lefko, general sales manager; Herman Ripps, assistant general sales manager; William Madden, division manager; and L. H. Smith, branch manager.

Paramount: Bernard Serlin, advertising.

United Artists: Al Fitter, assistant general sales manager; Carl Olson, western division manager; and Robert Malone, branch manager.

Universal: Robert Wilkenson, assistant sales manager; Norman Gluck; and Roy Miller, branch manager.

Warner Bros.: M. R. Goldstein, general sales manager; Robert Conn, midwest division manager; and Mike Adcock, branch manager.

Allied Artists: Irving Marks, branch manager.

Accompanying Clark to the seminar from the New York American Broadcasting Company office will be his assistant, Bernard Levy; Al Sicignano, film buyer; and Henry Plitt.

Other exhibitors include James Harrison, Wilby-Kincey Service Corporation, Atlanta; David Wallerstein, Harry Lustgarten, Nathan Platt, and Edward Seguin, all of Balaban and Katz; Don Allen and Don Knight, Tri-States Theatre Corporation, Des Moines; Leon Serin and Miss Marie Meyer, United Detroit Theatre Corporation, Detroit; Daniel M. Peterson, president, State Theatre Company, Brookings; Ted Mann and James Payne, Mann Theatres, Minneapolis; R. T. Vonderhaar, president, Allied Theatre Owners and Tetalino Theatres, Minneapolis; Ben Berger and Lowell Kaplan, Berger Amusement, Minneapolis; Edmund Ruben and Harry Green, Welworth Theatres, Minneapolis.

Minnesota Amusement Company managers attending the seminar from Minn. include: George Brown, Duluth; Lawrence Stewart and Ronald Rosemark, St. Cloud; Palmer Johnson, Moorhead; Bert Forsythe, Fairmont, Nort Rosevold and George Pehrson, Mankato; Ralph Phillips, Rochester; Karl Lindstaedt, Austin; Thomas Martin and Francis Wiggins, Minneapolis; Charles Zinn, St. Paul; and Bennit Pittsley, Hopkins. North Dakota: John McCashin and Fishe O'Hara, Fargo; Chauncey Curtis, Grand Forks; and Raymond Hasselo, Minot. South Dakota: Karlton Hemleben, Aberdeen; Wayne Clark, Mitchell; and Cliff Knoll, Sioux Falls. Wisconsin: Larry Dauplaise, Superior; Joseph Bronk, LaCrosse; and Art Molstad, Eau Claire.

Others from Minnesota Amusement Company are George Shepherd, vice-president; Mandt Torrison, legal counselor; Don O'Neill, buyer and booker; Everett Seibel, advertising director; Robert Schmid, assistant to president; and Charles Omites, Clarence Eaton, and Robert Thill.

James V. O'Gara, right, vice-president and general sales manager, Seven Arts Pictures, and Richard Harper, Seven Arts administrative vice-president, are seen at a recent press conference outlining the company's plans for the future.

Col.'s Blau To Chair MPEAA Film Relations Unit

NEW YORK—Martin Blau, in charge of international publicity for Columbia Pictures International Corporation, was elected chairman of the international film relations committee, MPEAA. Blau succeeds retiring chairman Jack Goldstein, Allied Artists, who was given a unanimous vote of appreciation by the committee for services rendered during the past year.

Blau, in accepting the chairmanship, stated that he hoped that the committee would be able to hear from more visitors from abroad, representing exhibition and publicity. He also indicated that the committee appreciated the opportunity of hearing from representatives of the MPEAA who are headquartered in the key markets of the world.

Charles E. Egan, MPEAA representative covering India, Pakistan, Ceylon and Burma, with headquarters in Bombay, spoke to the group. He presented a brief report covering economic and political conditions, and the status of U. S. films in each of the countries.

Following his presentation, Egan answered questions. He also indicated that when the internal situation clears up following the India-Pakistan border clashes, he hopes that the planned production in India and Pakistan by U. S. companies will be carried out.

Attending the meeting, in addition to those mentioned, were Fortunat Baronat and Alex Black, Universal; Michael Hoffay, Columbia; Ashley Boone and Don Noyes, United Artists; Guenter Schack and Armand Cardea, Paramount; Joel Coler, 20th-Fox; Leonard Palumbo, Warner Bros.; and Charles Garrett, Allied Artists.

MGM To Sponsor VCI Fete

LONDON—Robert H. O'Brien has informed international chief barker Jim Carreras that Metro-Goldwyn-Mayer will pay for the banquet which is to be staged in the city of London as a highlight of next April's VCI convention.

San Francisco Festival Completes Slate of 21 Films From 17 Nations

SAN FRANCISCO—The ninth annual San Francisco International Film Festival announced that its opening night film to be viewed tomorrow, Oct. 21, will be the United States film, "Rapture," starring Melvyn Douglas, Dean Stockwell, Patricia Gozzi, and Gunnel Lindblom.

The Festival also announced the last two major feature films to be chosen by its selection committee. They are "Simon Of The Desert," a Mexican entry, and a second American film, "Crazy Quilt."

The Festival is scheduled to run Oct. 21-31 at the city's Masonic Auditorium on Nob Hill.

Twenty-one major features from 17 nations will be shown to Festival audiences non-competitively. The countries are Czechoslovakia, Denmark, England, France, Germany, Greece, India, Ireland, Italy, Japan, Korea, Mexico, Poland, Russia, Sweden, Turkey, and the United States.

The complete schedule of major feature films for the Ninth Annual San Francisco International Film Festival follows:

Oct. 21, "Rapture," U.S.; Oct. 22, "Two People," Denmark, and Friday, "A Shop on High Street," Czech.; Oct. 23, "The Camp Followers," Italy, and "Italiano Brava Gente," Italy; Oct. 24, "Dry Summer," Turkey, and "Passages from Finnegans Wake," Ireland; Oct. 25, "The Leather Boys," England; and "The Saragossa Manuscript," Poland; Oct. 26, "The Mute," Korea, and "The Royal Track," Sweden; Oct. 27, "Young Aphrodites," Greece, and "A House in Karp Alley," Germany; Oct. 28, "Crazy Quilt," U.S., and "YoYo," France; Oct. 29, "Shadows of our Forgotten Ancestors," Russia, and "A Soldier's Father," Russia; Oct. 30, "Simon of The Desert," Mexico, and "Assassination," Czech.; Oct. 31, "Charulata," India, and "Tokyo Olympics," Japan.

Union Picketing Banned In Columbus Theatre Row

COLUMBUS, O.—Common Pleas Judge Dana F. Reynolds issued a temporary restraining order against Local 12, IATSE, forbidding union picketing at the Grand Cinerama. The injunction was sought by the theatre management, which named the union and two officers. The officers are Harold H. Souder, president, and Herbert P. Schell, business agent.

Management claimed picketing forced cancellation of the Oct. 1 showing of "The Hallelujah Trail" and caused the theatre to give refunds.

The theatre claimed the union broke an agreement by which the theatre was to discontinue employing members of Local 12 after Oct. 1. Management said it had entered into an agreement with the union last July 1 to postpone a decision to discontinue employing Local 12 members because of adoption of technological changes.

The agreement was to terminate Oct. 1, thus giving the union time to attempt to organize other theatres in the Columbus area. Since no Local 12 members were employed in competing theatres during the period of the agreement, the Grand management discontinued employment of Local 12 members as of Oct. 1.

Judge Reynolds issued a similar order a week previously, halting picketing by Local 12 at the Northland Cinema.

Tech. Promotes Fassnacht

BEVERLY HILLS, CALIF.—The appointment of Paul W. Fassnacht as general manager of the motion picture division of Technicolor Corporation was announced by Patrick J. Frawley, Jr., chairman of the board of the company. Fassnacht, a vice-president of the Technicolor Corporation, will continue as director of systems research division and vice-president of Technicolor international operations.

Para. Legal Action

(*Continued from Page 7*)

teristic of raiders of corporations."

Nizer said that Siegel and Martin demanded "every detail on confidential data," including information on stars and literary properties. Paramount wanted to know whether Siegel had completely divested himself of interest in GAC before supplying the information.

According to Nizer, Siegel did an "about-face" once he was elected to the Paramount board by claiming that the divestment from GAC was limited to his personal interests and did not include B-M's interests. He maintained that the $9,000,000 worth of Paramount stock bought by Siegel and Martin actually is owned by B-M and Feuer and Martin Productions, Broadway producing firm, in which Martin is a partner.

"There was treachery, and promises to us were broken," he said. "In fact, Siegel at present still exercises control over GAC."

Nizer held that "competition between GAC and Paramount is direct . . . Paramount has made more deals for talent with GAC than with any other agency." He insisted Paramount would be injured because other talent agencies "would shun" the company as a result of Siegel's presence on its board; that

(*Continued on Page 14*)

The NEW YORK Scene

By Mel Konecoff

UNIVERSAL IS PINNING ITS CHRISTMAS HOPES ON A 71 MINUTES COLOR cartoon, "Pinocchio in Outer Space," and there's an extensive campaign in the making to back up the playoff, which will be on a saturation basis in many areas of the country come holiday time. Phil Gerard, eastern advertising and publicity director, expressed the hope the other day that the product promotion on behalf of the entry would reach the plateau established by Disney for his cartoon features.

Gerard, Herman Kass, executive in charge of national exploitation, and Jerry Evans, eastern promotion manager, noted that the company was spending $10,000 on a Pinocchio float to be entered in the Macy Thanksgiving Day Parade in New York to be televised nationally, after which it would go on a national tour of key markets. It will be returned to New York to stop at theatres playing the film at Christmas. We wouldn't be surprised if it wound up eventually as a prop on the Universal studio for tourist perusal.

Press, radio, and tv appearances are also in order for producer Norm Prescott, co-producer Fred Ladd, and Arnold Stang, the voice of one of the hero characters. There are tie-ins with toy manufacturers, clothing makers, records, etc., as well as with regional Pepsi-Cola bottlers in 10 major markets. With a flyer from a six-pack of Pepsi, an adult who pays at the boxoffice will be able to take a child in as his guest Mondays thru Thursdays. At least seven to 10 merchandise tie-ins will have been created especially for the film, according to the trio. Gerard also reported that the campaign will be backed by a tremendous newspaper, radio, and television advertising campaign. It is expected that a two reel subject, "Fun At The Zoo," will be suggested to round out the program.

Fieldman in many areas have already begun the local campaigns and theatre screenings will be held for press and children around Thanksgiving. Children's magazines and religious publications are carrying spreads and articles on the film, which will break in time for the Christmas playoff, and it has already been voted the Parents Family Medal Award by Parents Magazine.

Incidentally, producer Prescott, who was once a radio disc jockey, knows the value of that medium and will concentrate much of his effort there.

GAG NOTE: ONE OF THE CUTEST GAG GIMMICKS IN SOME TIME CROSSED our desk the other day. It's a huge black-and-white poster announcing "Fu Manchu For Mayor," with a giant foto of the famous fictional criminal. At the bottom is the typical political notation, "This advertisement was paid for by the citizens committee to elect Fu Manchu for mayor."

NOTES ABOUT TELEMARK: COLUMBIA HAS A THRILLER COMING UP AFTER the first of the year, "The Heroes of Telemark," for which it has high hopes, and ad-pub vice-president Bob Ferguson, co-producer and director Anthony Mann, and co-producer S. Benjamin Fisz were on hand the other morning to tell us all about it.

The tale is based on a true story that took place during World War II when the huge manufacturing plant at Telemark in Norway was the only one turning out heavy water. At that time, no one knew what to do with it, but the potential must have been obvious as the Allied high command decreed that the plant must be destroyed. A small band of commandos, in cooperation with local resistance fighters, goes about this, and that's what the film is about.

Mann felt it important that shooting take place at the actual locale, and cooperation on a local level was great. They often had to work in 30-below-zero cold, and the Panavision cameras were fine with a heater and special oil permitting faultless operation.

Columbia, which has the film for the western hemisphere and Japan (Rank has the rest of the world), has arranged for the London premiere Nov. 23, with a special premiere to which Norwegian Royalty will be invited to be held in Oslo on Dec. 11. The American bow will take place in Minneapolis after the first of the year. All types of tie-ins will be in order, and since there is a great deal of skiing in the film, this sport will come in for much promotion.

Mann's next film will be "The Great Train Robbery" for Columbia, detailing the theft that made world headlines in 1963. This will be shot in Ireland with a large, young British cast, to include Albert Finney. Starting date is February or March, with release by Columbia some time in 1967. He will produce and direct this in color and Panavision. Fisz's next will be "The Battle of Britain," to be started September, 1966, with no distributor set as yet.

THE METROPOLITAN SCENE: PROMINENT EXHIBITOR HARRY BRANDT HAS accepted the post of chairman of New York Variety's Old Newsboy Day for next year. . . . Actress Jessie Mathews is back in the U.S. to appear at three performances of her films at the Gallery of Modern Art and a reception in her honor. . . . "Shenandoah" will gross eight million domestic. . . . Associated General Contractors of America unveiled 19-minute color film produced by John Sutherland, written by Norman Corwin, and narrated by Alexander Scourby at a press screening at the Four Seasons. It's free to interested theatres, with Loew's already booking same on circuit. . . . Rome Presents forwards reprint from recent issue detailing activities of Joe Levine as well as plugs for his forthcoming "The Tenth Victim". . . . Impressive mailing piece out on "The War Lord" indicating huge magazine campaign in the works. . . . Barbara Werle, only Hollywood actress in "Battle of the Bulge," was feted at a party at the Sherry Netherland.

Landau-Unger Eye TV

NEW YORK—Television activities of the new Landau/Unger Company were given an impetus with the appointment of Ted Bergmann, veteran television and advertising executive, as vice-president in charge of network television for the company.

Ely A. Landau and Oliver A. Unger, heads of the firm, stressed that the company plans to expand into all phases of tv and become a major source of programming as a complement to its widespread motion picture production and distribution activities.

LONDON Observations

By Jock MacGregor

"I AM DELIGHTED TO TELL YOU THAT THE NEW YEAR HAS OPENED VERY well and that profits are running at levels appreciably higher than last year," chairman John Davis revealed before presenting the accounts at the Rank Organization annual general meeting. He said that he had just seen the preliminary figures for the first 12 weeks, and while warning that figures for so short a period must be treated with caution, he hoped in the absence of any marked change in conditions to have a cheerful story for the spring interim statement. In answer to a question, he confirmed that all divisions were ahead.

In many ways, this even now rather resembles a successful movie series. All the ingredients are here: a strong resident cast, familiar character players, sorry stockholders who maintain the running gags, so to speak, though that usual critic of programs from Wilts was highly delighted with the Sunday art film program at Salisbury—and that they are being presented without the advertising films showing that enormous pan of sizzling sausages—and the script follows a routine of enthusiasm and variety. JD switches from movies to Xerox, varied manufacturing, leisure pursuits, color tv, hotels, and back to movies. In one exchange, he said their theatres were showing good films. "Some of them, yes," came the retort. "Touché!" he replied.

This year's guest star was financier Sir Brian Mountain, who borrowed from the movies to propose a vote of thanks to the chairman. He congratulated him on his performance and felt his report was as exciting as "Goldfinger" and almost as entertaining as "Those Magnificent Men In Their Flying Machines." Shareholders were well satisfied, and unanimously voted, "Carry on, John Davis."

THE MOST SPECTACULAR SHOWMANSHIP STUNT IN AGES WAS THE "GREAT Race" motor rally promoted by Warner-Pathe and the Regent Show Business Car Club at Kempton Park Race Course on the Sunday before the Coliseum Cinerama preme. Delighted as Macgregor Scott, Arnold Barber, David Jones, and Leonard Sampson were to see the thousands watch a 100 strong juvenile band precede Hannibal 8, the wizard car which Jack Lemmon drives in the film, with world racing ace Graham Hill at the wheel, into the arena, I think they were even happier to see the many-lining to see the trailers in the Cinemarquee. Stars took part in driving tests and other events. With a big turnout of newspaper, newsreel, and television cameramen, not only was "The Great Race" given a terrific launching, but also a very useful contribution was raised for the National Society of Mentally Handicapped Children.

THE PRODUCER GROUPS HAD THEIR MONTHLY PRESS CONFERENCES. AT the BFPA, Sir Charles Evans revealed that so much time was given to the future of the Eady Fund that only two items were covered. Since new films legislation is not now imminent, it was decided to re-examine the many questions in six months. He stressed that the council again reaffirmed that it did not want to deny levy benefits to films with foreign finance—in other words, it endorses Anglo-American productions receiving it. Sir Charles had just returned from the Rio de Janeiro Film Festival, where "Help!" had won Britain's third grand prix this year. He was high in his praise for the organization of this first time venture, which he claimed was vastly superior to most which have been running for years. He was very disappointed with their press arrangements. The festival barely got a mention here.

The press moved over to the FBFM where Andrew Filson's first reaction was to ask what had happened at the BFPA. They had covered more than a dozen subjects and were also delaying action on Eady. They had also discussed the exhibitors' suggestion that films should be trade shown at least six weeks before their first exhibition date—this has boiled up mainly over the quick release of The Beatles' "Help!" and is obviously a question of principle regarding future policy and is not a censure on the picture. Also discussed were Franco-British co-production, the International Federation of Film Producers Associations' efforts to combat trading restrictions in various countries, festivals, and labor matters. The council noted with great pleasure the success of FBFM films in the MPE Laurel Awards poll.

THIRTEEN CIRCUIT AND INDEPENDENT LOCAL THEATRES HAVE BEEN DESIGnated as scheduled when Pay-TV, Ltd., starts next year in Westminster and Southwark. Without agreement, no normal release may be shown on pay-tv until 26 weeks after it has played for the first time at a designated cinema. In practice, this should mean 27 weeks after London release. With repertory cinemas, the bar will be only two weeks. Designated cinemas will be able to claim compensation if it is considered business has been affected by the pay-tv experiment. . . . Compton Group hits the top class when "A Study in Terror," a Sherlock Holmes thriller in color, is premiered at the Leicester Square before going on Rank release. . . . Hammer-Seven Arts-20th Fox's compelling Bette Davis chiller, "The Nanny," got extensive and enthusiastic press reviews. . . . Otto Preminger will publish "Envoy," a 70 cent cosmopolitan bi-monthly with a 50,000 print order, with former film columnist Logan Gourlay in the New Year. Carl Foreman and Peter Sellers will contribute to the first issue. Pan Books announce that the first 500,000 copies of the film version edition of "Thunderball" will appear in November, and that machine space for a further 500,000 has been reserved. The original paperback has already sold 1,800,000, so the "Goldfinger" two million record will be easily broken. London Life, a new weekly with a show biz slant, has replaced the debs and duchesses' The Tatler, but at 35 cents does little that "What's On" has not been doing for years at 17 cents. . . . Pinewood Studio publicity chief got an unexpected trip to Nice when he went to see the Morecambe and Wise "The Riviera Touch" unit fly to France for locations. The comedians highjacked him into joining the party, but thanks to the BEA Trident's jet speed, he was back at the studio in time to sign his mail. . . . Congratulations to Andrew Mitchell on being named Jimmy Wallis' assistant at Associated British Productions.

Para. Legal Action

(*Continued from page 13*)

the failure of Siegel to divest himself to the full of all interest in GAC would serve to diminish competition; and this might leave Paramount open to charges under the Clayton Act.

Nizer said that "this case meets all the tests for relief under the act, and pending final adjudication of the case, the injunction was desired to prevent damage to Paramount by the presence of Siegel and Martin on the board."

Williams said, "When this case is stripped to the essence, it will be revealed as a spurious defense of an intra-corporate dispute." He contended that "the case has been escalated from a case of broken promises to a conflict of interests, and finally to a trust action."

He said that B-M has "assiduously" sought to divest itself of its interest in GAC. It was argued that Siegel had kept his promise to divest himself of all interest in GAC.

Williams voiced the opinion that the case involves basically "a labor relations problem," in view of the Screen Actors Guild regulation that a talent agency must not own more than five per cent of a production company. He said there was "not a suggestion" that Martin divest himself from Feuer and Martin.

Williams stated that "the record shows" that "the very reasons" advanced by Paramount why Siegel and Martin should disqualify themselves as directors were offered at the company's stock holders' meeting for electing them to the directorate.

Williams denied that GAC is in competition with Plautus Productions, a Paramount subsidiary. He claimed that "GAC is just selling talent to Plautus" and has "no power" to fix the sum paid for talent—salaries are set by the producers. He said that where motion pictures are concerned, talent is hired not by Paramount but by independent producers whose product it distributes.

Williams said that the presence of Siegel and Martin on the Paramount board would not harm the company's interests, and he could see no way that they can be competitive to Paramount.

He claimed that Paramount was "not justified" in bringing action under the trust laws and that Paramount did not suffer "irreparable harm" from the presence of Siegel and Martin on the board. He said Paramount is going merely on supposition that they "will violate confidences and reveal secrets." Williams said that if Paramount were granted an injunction, "the defendants would be deprived of the right to participate in the management of the company."

Pomerantz pointed out that the other Paramount directors "knew of the alleged contamination of the defendants" when they elected them to the board. He argued that the defendants hid nothing from them, and they have been deprived of "the right to know about a company in which they have $9,000,000 invested." He charged that, as far as Paramount was concerned, the election of Siegel and Martin to the board "was a marriage of convenience."

Pomerantz said that "what Paramount is saying in substance is that since Siegel owns 20 per cent of B-M and B-M owns 70 per cent of GAC, it follows that he owns GAC. Paramount was accused of "trying awfully hard to welch and renege on an agreement," and Pomerantz declared that Paramount is afraid of a proxy contest.

"This case is a monstrous hoax and an imposition on the court," Pomerantz said.

ALBANY

Sigma III's "An Evening With The Royal Ballet" starring Margot Fonteyn and Rudolph Nureyev attracted "class" patronage at the SW Strand on its two-day showing with prices scaled at $1.50 afternoons and $2.50 nights, and student tickets 75 cents. . . . Many area drive-ins closed until spring with those remaining open mostly on a weekend schedule. . . . Alan Iselin showed his new horror bill, "Frankenstein Meets The Space Monster" and "Curse Of The Voodoo" at Auto-Vision in East Greenbush, Turnpike in Westmere, and Super 50, Schenectady-Ballston Road. Allied Artists is releasing. . . . The local Variety Club may sponsor a new Tent Nine Wing at Child's Hospital as its permanent charity. A meeting of the study committee headed by former chief barker Samuel E. Rosenblatt, president, Acme Theatres, met with director George Mayer of the Hospital, laying the groundwork for a possible working arrangement.

BUFFALO

When the Glen-Art (the old Glen) opened in Williamsville, Fred Keller, general manager, provided a host of surprises for former patrons of the house which Menno Dykstra operated for so many years. Keller now is leasing the building. There was a handsome new curtain, wall-to-wall carpeting throughout the theatre, brand new foam rubber seating, a decorative acoustical wall separating the auditorium from the inner lobby, comfortable bench seating in the lobby itself, and an intimate niche for demitasse coffee service. Coming down was the metal and glass marquee in the front of the building. "We want to restore the original Tudor exterior," said Keller, "so that the Glen Art will conform to the "village" atmosphere of Williamsville. We were thrilled to discover that under the present marquee there existed the original gabled slate roof arching over the sidewalk. In place of the garish neon theatre sign, a Tudor style pennant will be hung from a flagpole extending out from the top of the building, emblazoned with the theatre's name and colors, and this will be the sole theatre identification." The first film to be shown at the Glen-Art is "The Pawnbroker." . . . Two executives of Rochester's Eastman Kodak Company have been elevated to the grade of fellow of the Society of Motion Picture and Television Engineers. They are Otto Wittel, consultant on the development of cameras, projectors, and accessories, and Gordon H. Tubbs, director of edcuation markets division. . . . "It is important that every one send letters immediately to your Congressman and ask them to help defeat the new Federal minimum wage scale, to go up to $1.75 an hour in stages," said Sidney J. Cohen, president of Allied Theatre Owners of New York State, Inc., . . . An ordinance permitting a cable tv operation in Lackawanna, N.Y., has been approved by the Common Council. The ordinance subject to the mayor's approval, grants a franchise to Lackawanna Cablevision, Inc., which intends to install towers and distribution lines that would enable subscribers to receive distant tv channels. . . . Mannie A. Brown Associates, who now book the Holiday drive-in circuit in and around Buffalo, have taken on the booking for four more outdoorers, the Sheridan, operated by Sidney J. Cohen, president, Allied Theatre Owners of N.Y., Inc., and three Blatt Bros. drive-ins, the Park, Star, and Lake Shore. . . . Harold Greenlin has taken over the operation of the Allendale and is calling it "The Home of Unusual Art Films." Carl Trainor is managing the house. . . . The Variety Club of Buffalo staged a general meeting and candidates' night in the Delaware avenue headquarters of Tent 7. Nominations were made for the 1966 board of directors. . . . Howard Carroll, for many years prominently in the exhibition end of the industry in Buffalo, Rochester, and Niagara Falls, was in from the west coast to visit friends in both distribution and exhibition. . . . Carl Schaner, managing director, Century, put on an exciting "Hollywood premiere for "The Great Race," in which he pulled out all the stops. He arranged a race of antique cars, which started in Rochester and ended in front of the Century on opening night, with Mayor Chester Kowal presenting a trophy to the winner. He also staged a parade of some 30 antique cars loaded with beautiful models and local celebrities. . . . The next crew meeting of Tent 7 will be held in Variety Club headquarters on Monday, Nov. 8. Chief barker Tony Kolinski urges all Crew members to attend this most important meeting to discuss the 1966 convention, the Sunshine bus and pool projects, and many more important matters, including the annual

CHARLOTTE

The world premiere of the film, "Red Line 700," a stock car automobile racing film produced and directed by Howard Hawks for Paramount Pictures, will be held at the Plaza, Charlotte, N. C., Nov. 10. Race scenes in the film were made at Charlotte, Darlington, S. C., and Daytona Beach, Fla.

CHICAGO

Allied Artists' Jack Botaro was hospitalized to have a dislocated arm reset. . . . Variety Club's membership drive luncheon will be held Oct. 29. William Madden heads the membership committee. . . . Vic Bernstein leaves Allied Artists to become branch manager for American International Pictures. . . . Sam Kaplan has joined Embassy Pictures. . . . 20th-Fox's "The Agony and The Ecstacy" will open Dec. 23 at the Cinestage on a reserved seat basis. . . . A preview of some of the films to be shown at Chicago's International Film Festival was held at a luncheon at the apartment of Colleen Moore Hargrave. Special guest was Myrna Loy, currently starring here in "Barefoot In The Park." Michael J. Kutza, Jr., festival director, said that over 300 films from a dozen countries have been entered in the event which begins with a series of prescreenings Nov. 4-8 at Chicago Public Library and various Chicago universities. Award winners will be shown in the Carnegie Theatre, Nov. 9-11. A banquet will be given Nov. 13 at the old Essanay Studios, now the Wilding Studios. . . . Letters to newspaper editors disclose that parents as well as their teen-age children urge that theatre management consider some kind of medium admission price for those between ages 13-16.

CINCINNATI

Phil Fox, Columbia branch manager, has been appointed a Kentucky Colonel in appreciation for the local exchange's outstanding record in the number of area situations for "The Wonders of Kentucky." The documentary, which played extensively throughout the area in early summer, in thought to be the first to be used by a state to spread quickly its story of its "Wonders," a presentation of Kentucky as a vacation center, and to show its advantages as an industrial area. Ralph McClanahan and Russell McClanahan, Irvine, Ky. exhibitors, made the presentation to Fox. . . . Ralph Iannuzzi, Warner Bros. assistant sales manager, conducted an all-day regional sales meeting at the Holiday Inn with A. H. Duren, district manager, as host. Present at the meetings were Larry Lachansky, assistant to Iannuzzi; Virgil Jones, branch manager; Jack Lefft, Pittsburgh; Bill Twig, manager; Don Iannuzzi, Cleveland; Chet Blaskley, manager; and Gale Black, Indianapolis. Also attending from the Cincinnati exchange were Ralph Salyer, branch manager; Bill Spensley, Bill Burns, George Daumeyer, and Rodney Beninghaus. . . . Gene Tunick, UA eastern and Canadian division manager, and Peter F. Rosian, Universal

(*Continued on next page*)

THIS IS A BIKINI MACHINE
she has a kiss-button and a kill-button... you have to know which button to push!
AMERICAN INTERNATIONAL presents
Dr. GOLDFOOT AND THE BIKINI MACHINE
PANAVISION AND PATHECOLOR

©1965 American International Pictures

regional sales manager, have been here for sales conferences. . . . William Garner, UA salesman, is recuperating at home following surgery. . . . Lawrence W. Beers, Jr., is new owner of Eaton Cruise-In and the James Theatre, both at Eaton, O., formerly operated by Robert Hudson, Jr. . . . The Grand, Lancaster, Ky., after complete renovation from top to bottom, reopened with Universal's "McHale's Navy Joins The Air Force."

COLUMBUS, O.

Bob Hope, who spent his boyhood in Cleveland, will appear in the free entertainment lineup at the 1966 Ohio State Fair in Columbus. Fair manager E. J. Keirns confirmed that Hope has agreed to appear the first Saturday and Sunday of the fair, the last week in August. . . . City Council's judiciary committee will hold a second public hearing on CATV ordinance proposals at 2 p. m. Wednesday, Oct. 27. Chairman Charles Petree said he and other committee members would meet with City Attorney John Young before the hearing to discuss amendments. Changes being considered were submitted by Ken Prickett, executive secretary, Independent Theatre Owners of Ohio; Taft Broadcasting Co., People's Broadcasting Co., and Multi-Channel Cable Co. of Portsmouth. . . . Jerry Knight, manager, Drexel, brought in a one-night Mario Lanza festival featuring "The Great Caruso" and "Because You're Mine."

DALLAS

James O. Cherry, city manager for Interstate Theatres, has announced two managerial appointments for the circuit here. Jerry Reed, who has been manager of the suburban Village, will take over as manager of the downtown Majestic. Replacing Reed at the Village is Charlie Eddleman, who has been assistant manager of the Inwood. . . . George E. Pratt, manager of the Westwood, has announced new operating hours. The Westwood will open daily at 5:45 p.m. Monday through Friday, and at 1:45 p.m. Saturdays and Sundays. The weekly kiddies matinee will continue at 10:45 a.m. each Saturday. . . . W. Donald Foster has been named manager of the regional sales office here for United Screen Arts and will serve the Texas and Oklahoma area. . . . Mike Beinner has replaced Judson Moses as public relations director here for the Metro-Goldwyn-Mayer film exchange. Beinner comes here from the Cincinnati and Indianapolis areas where he was with the same company. . . . The annual Dallas Variety Club golf tournament raised almost $5,000 for the Will Rogers Hospital in Saranac, N. Y. Ed Terhune, film advertiser, was the winner of the tournament. Other winners included Brandon Doke, chief booker for Stanley Warner Theatres; Tim Ferguson, Downs d-i, Grand Prairie, Tex.; Lou Formato, assistant general sales manager for Metro-Goldwyn-Mayer from New York; Fred Patton, former Frontier Theatres executive; and Floyd Carter, booker for Metro-Goldwyn Mayer here. Lynn Harris, executive for Interstate, won the big score fight award .... Alton Sims, head film buyer for Rowley United Theatre, will leave the Dallas based movie house circuit on Oct. 22 to manage and operate his own theatre in Mississippi. Sims has spent his entire business career with Rowley United, except for military service from 1942 to 1945. He began as a house manager 28 years ago in Little Rock, Ark. He later worked in Memphis, Tenn., as a film booker and came to Dallas five years ago as head film buyer for the circuit. Roy Adams, who has been head booker with Rowley United, will succeed Sims. Adams has been with the circuit for 15 years and before that was with Metro-Goldwyn-Mayer as a film booker. . . . Maximillian Schell will be in Dallas on a promotional tour for "Return From the Ashes," his latest release. . . . The Texas D-I Theatre Owners convention will be held in Dallas Feb. 1 through 3. Already, 65 percent of the display space has been sold. . . . The world premiere showing of "Mickey One" was held at the Capri.

DENVER

Individuals and committees of the Rocky Mountain Motion Picture Association have been very active formulating plans and carrying out details in connection with the forthcoming Showarama scheduled for Denver March 1-3, at the Hilton Hotel. Larry Starsmore, Westland Theatres, Colorado Springs, has been in New York contacting distribution heads, and Marvin Goldfarb recently returned from a trip to Kansas City for committee meetings with Heart of America, the group that is co-sponsoring the meeting with the RMMPA. . . . Favorite Films redecorated its offices, and Jack Felix, branch manager, has just returned from California where he attended sales meetings and is quite enthused over forthcoming product. . . . Tom Hardy has reopened his Egyptian Theatre, Delta, Colo., after having been closed for extensive remodeling and redecorating. New carpeting has been installed, and the concessions stand modernized. It also sports a new front. . . . Dick Reisch, local Buena Vista Films executive trainee, has returned from a week at the New York home office. . . . Special guests at the monthly meeting of the Rocky Mountain Motion Picture Association were James Denton, 20th Century-Fox, and Martin Rackin, producer of "Stagecoach," filmed on location in Colorado.

DES MOINES

The newly constructed drive-in near Leon, Iowa, has been opened. It is located at the junctions of highways 2 and 65 and will accommodate 325 cars. Ray Webb of Des Moines is the owner. . . . H. L. Golladay, manager, Fox, Fort Madison, Ia., has been named manager of the Fox East Hills, now under construction in a St. Joseph, Mo., shopping center. . . . The Strand, Mt. Vernon, Ia., has been reopened by L. C. West. . . . The Waco Drive-In, at Washington, Ia., has been closed for repairs following extensive damage to the screen tower from a storm. . . . The Fayette, Fayette, Ia., has been reopened after being closed for the summer. Gary Amick has decided to close the Gem, Moville, Ia. . . . The Arrow Theatre Company of Spencer has taken over the Grand, Estherville, Ia., from Central States Theatre Corp. of Des Moines. Jim Greene, who has managed the house for the last 11 years, will continue as manager.

DETROIT

The day before the opening of General Cinema's Cinema I and 2 in the Livonia Mall Shoping Center, president Richard A. Smith and the corporation played hosts to a large cocktail party and luncheon in the joint lobby of the new houses. Guests were taken on a guided tour of the new installations. Opening attractions were "Lord Jim" and "Agent 8¾." . . . With completion of remodelling, the East Detroit has been reopened. The marquee now bears the name of Capri. The house which seats 750 takes to the art road. The Capri was purchased some months ago by Robert Vickrey, who also owns the Macomb, Mt. Clemens, Mich.

HOUSTON

Henry Wilcoxon, one of the greats of the film industry, was in as part of a promotional visit on behalf of his latest film, "The War Lord." Wilcoxon will also visit several other Texas cities on his 16 city tour. . . . Carol Lynley was in on a visit in behalf of her latest film, "Bunny Lake Is Missing." With the star was Columbia Pictures' William Lewis. . . . Mrs. Dolores B. Mitchell, booker for Hall Industries in Beeville, Tex., has retired from the film industry. Mrs. Mitchell has been serving as booker for the circuit since May 1, 1942. . . . Cynthia Hull and Bill Thurman, stars of the Dallas made "High Yellow," appeared on stage of the Broadway in conjunction with the showing of the film. . . . The premiere of Warner Bros.' new Cinerama spectacle, "Battle of the Bulge," will be held at the Windsor Cinerama here on Dec. 22. . . . The Gaylynn, operated by the Jefferson Amusement Co., sponsored a late evening discotheque show with two bands on Saturday night. There was a $50 prize for the best dancer. . . . The American Civil Liberties

At a recent reception at the Brazilian Embassy, Washington, D.C., past chief barker Felix Grant, radio station WMAL, was honored with the presentation of the Brazilian National Order of the Southern Cross ‘Degree Official." Pictured left to right are Nathan D. Golden, Variety Club Tent 11, international officer of Variety; John G. Broumas, chief barker of Variety Club and president of Broumas Theatres; Grant; and His Excellency, Juracy Magalhaes, Brazilian Ambassador to the U.S.

Union has purchased the Alray on Oct. 29 for a special showing of "Nothing But A Man," an admired film about a Negro living in the south. . . . Julius Gordon, president, Jefferson Amusement Co., which has headquarters in Beaumont, Tex., and operates the Windsor and Gaylynn here, has taken an option on Mike Halbouty and Jim Clark's book, "Spindletop," as a potential motion picture. . . . The three twin Cinema I and IIs at Gulfgate, Meyerland, and Northline shopping centers will show "The Cincinnati Kid" opening on Nov. 10.

MEMPHIS

When "The Sound of Music" leaves the Paramount, "The Great Race" rides in. This film had excellent promotion when William L. Hendricks at Warner Brothers in Hollywood lent popular newspaper columnist Eldon Roark (who has a Museum of Unnatural History at the Memphis Fair each fall) a contraption from "The Great Race," the goofy amphibious torpedo which is activated by noise. . . . Jim Singleton has closed Poinsett Drive-In, Marked Tree, Ark., and Paul Shafer has closed Lepanto Drive-In, Lepanto, Ark. until further notice. . . . Rowley United Theatres closed for the season the Ark-Air Drive-In, Clarksville, Ark., and Rivervue Drive-In, Morrilton, Ark. . . . Arrow Drive-In, Steeleville, Ill., closed for the season. . . . Reports on the WOMPI convention were given by the local chapter. Miss Lois Evans presided at the dinner meeting, held at the home of Mrs. Katherine Keifer. . . . "Billie" was selected as the Best Family Movie for September by the Better Films Council, Mrs. James Fay Hall, president. "The Collector" was named the Best Adult Movie. Mrs. Merrill Parrish Hudson reviewed a history of movies, and Mrs. Tom Spalding reported on fall and early winter films to be shown locally. Ken Goderre, manager, Plaza, and Eli Arkin, manager, Warner, spoke regarding three film classics to be presented simultaneously this winter at the two houses.

MIAMI, FLA.

"The Ipcress File" is setting new records, at the Florida, Hollywood, approximately 400 people were turned away the first weekend. . . . Following on the heels of the two-day exclusive showing of "An Evening at the Royal Ballet" at Wometco's Carib, Miracle, 163rd St., and Mayfair, Florida State Theatres will be showing, on the same basis, the Warner Bros. production of the La Scala production of "La Boheme." Tickets will be sold in advance for the reserved-performance showings, with two matinees and two evening shows scheduled for October 20 and 21. . . . Harry Botwick, southeastern regional director, Florida State Theatres, is on a joint family vacation and business trip, but before he departed, announced some of the outstanding films coming in the next few months to Florida State Theatres. These include "The Spy Who Came in From the Cold," "Ship of Fools," "The Battle of the Bulge," "Bunny Lake is Missing," "The Cincinnati Kid," "Harum Scarum," "The Great Race," "The Reward," "Red Line 7,000," "Rage to Live," "Sands of Kalahari." . . . Larry Solloway, newspaperman and show business writer, and a Miami resident for the last 25 years, died at Mt. Sinai Hospital, Miami Beach, after a long illness.

JACKSONVILLE

Col. John Crovo, retired exhibitor who spent nearly a half-century in the industry (mostly with Florida State Theatres and its predecessor companies), was signally honored at a surprise birthday party by the city's largest civic organization, the Southside Businessmen's Club. Colonel Crovo was a charter member when it was organized in the mid-1930s while south Jacksonville was still a separate community from the City of Jacksonville. . . . Teams of WOMPI volunteer hostesses rendered an invaluable industry service as they took turns in meeting the public at a beautifully-decorated display representing the San Marco Art Theatre as thousands of culturally-minded visitors toured the city's eighth annual Arts Festival at the Civic Auditorium. . . . Film row beamed approval and expressed congratulations after one of its most popular couples, Jennings Beasley and Sandra Smoot, both of the MGM staff, were married in a south Georgia town. . . . Myrtice Williams, PBX operator for Florida State Theatres, and her husband, Carl, followed their attendance at the WOMPI convention in New York City by spending a week of their joint vacation at his parents' truck farm near Lexington, Tenn. . . . Visiting the MGM office were Fred Hull, former local MGM branch manager who is now MGM division manager in Dallas, and Steve Formato, former MGM salesman who manages the Funland Drive-In at Edgewater Beach, Fla., for Floyd Theatres. . . . Louis J. Finske, president of Florida State Theatres, gave the main address at a one-day advertising seminar held recently at the Plaza, Orlando, in connection with numerous Florida engagements of "La Boheme." Other speakers included Eddie Grossman, Warner Bros. exploiteer from New York; O. W. "Ollie" Williamson, WB district head from Atlanta; Carroll Ogburn, WB branch manager from this city; and J. D. "Woody" Woodward, WB advertising man from Atlanta. . . . The Villa, Winter Haven, formerly operated by James Monroe and closed for several months, has reopened under the management of Sam Butler. . . . Sandra E. Summerlin, secretary to W. A. "Bill" McClure at Universal, has begun a maternity leave of absence, and her place has been taken by Marcia Frazier of the billing department. Margie Baer returned to the Universal staff to sub for Margie in billing. . . . Mrs. John (Mary) Hart, who has filled many important WOMPI offices and assignments at both the national and local levels, went into St. Vincent's Hospital here for treatment of a rundown condition. Mrs. Hart is a member of the advertising team at the home office of Florida State Theatres.

NEW HAVEN-HARTFORD

Andrew G. Rossetti, formerly assistant manager at General Cinema Corporation's Milford Cinema, Milford, has been named assistant manager at the Stanley Warner Strand, Hartford. He succeeds Peter Carr, resigned. Rossetti at one time was on staff of Leow's College, New Haven. . . . The 1965-66 Trinity College Film Series, highlighting past award-winners from international production centers, has started on the Hartford campus at annual membership fee of $3. . . . New Haven newspaper boys were guests of the Stanley Warner Capitol, Ansonia, at a Saturday morning program. . . . Roger Lewis, ex-UA ad-publicity director, now in independent production, came to New Haven for press interviews tied to SW Roger Sherman's Connecticut Premiere of Landau-AA's "The Pawnbroker." . . . Bernie Menschell, president of Outdoor Theatres Corporation of Connecticut, has a new policy in effect at the Pike Drive-In, suburban Hartford. An early and late show is screened Fridays, Saturdays, and Sundays, and only one performance the remainder of the week. . . . The Quinebaug Drive-In has

TRI-STATE THEATRE

(Mississippi-Arkansas-Tennessee)

OWNER-MANAGER JOINT CONVENTION

CHISCA PLAZA—MEMPHIS, TENN.

NOV. 8-9-10

"JOIN THE FUN AND LEARN AMID SOUTHERN HOSPITALITY"

- Cocktail Parties
- Golf Tournament
- Fashion Review
- Dancing
- Banquet
- Prizes
- Future Product
- Open Forum
- Concession Sales
- Small Theatre Operation
- Discussions
- VIP Speakers

YOU CAN'T AFFORD TO STAY AT HOME

MAKE YOUR RESERVATIONS NOW! Write

M.P.T.O. OF MISSISSIPPI-ARKANSAS-TENNESSEE

HOLLY THEATRE BUILDING

P. O. BOX 698, HOLLY SPRINGS, MISS.

Phone 252-9822

dropped Monday through Thursday performances for remainder of the 1965 season. . . . Interstate of New England's Bradley, Putnam, ran a discount matinee on a recent Saturday, charging only 25 cents admission for all patrons. The four-hour program included cartoons plus 20th-Fox's "The Wizard of Baghdad" and "Dear Brigitte." . . . Russell Leavitt, Bushnell Memorial staff, has been elected president of Local 84, IATSE of Hartford. Fellow officers are Ernest Page, Bushnell, vice-president; Tom Sivo, Bushnell, secretary-treasurer; and Dan Debonee, Bushnell, business agent. Charlie Obert, who served as Local 84's president for many years, has retired from the Allyn staff and moved to Florida.

PHILADELPHIA

Budco opened their Plymouth Cinema, Plymouth Square Shopping Center, Plymouth Township, Pa. . . . The Universal exchange wishes former branch manager Carl Reardon the best of luck in his new venture with General Cinema Corporation and welcomes home Bernard N. "Buddy" Golden, former sales manager in Cleveland, who replaced him. . . . John Day, Universal booker, proudly announced the birth of his third child, a daughter, who arrived Oct. 8 weighing eigth pounds and one ounce. . . . Variety Club Tent 13 will hold their election meeting to choose the officers and crew for 1966 on Nov. 8 in Tent headquarters at the Bellevue Stratford Hotel.

CLARK TRANSFER, INC.

Terminals:

- BOSTON, MASS
  818 Albany Street, Roxbury 617-268-4682
- NEW YORK, N. Y.
  603 W. 46th Street . 212-246-0815
- NORFOLK, VA.
  316 South Main Street 703-545-3832
- PHILADELPHIA, PA. (Executive Offices)
  829 North 29th Street 215-232-3100
- RICHMOND, VA.
  312 South 17th Street 703-648-6083
- TAMAQUA (HOMETOWN), PA. 717-668-1727
  RD # 2
- WASHINGTON, D. C. 202-526-4800
  3194 Bladensburg Road, N. E.

PROGRESSIVE ELECTRIC
CONSTRUCTION CO. INC.
240 N. 13th ST. • PHILADELPHIA 7, PA.
35 Years of Theatre Construction
and Maintenance

CARRY ON CLEO

George Hunt, manager, United Artists Theatre, Louisville, Ky., recently used these local girls to exploit Governor Films' "Carry On Cleo."

SALT LAKE CITY

After a six months' successful run "The Greatest Story Ever Told" at the Villa, "The Hallelujah Trail" premiered at this Fox Intermountain theatre. . . . Warners' "La Boheme" was due at the Capitol Oct. 20-21 on non-reserved seat basis. . . . Henry Wilcoxon was in in connection with Universal's "The War Lord", due soon at the Rialto. . . . Sid Page, house manager, Villa, returned from a business trip to New York. . . . Warners' "The Great Race" will follow "My Fair Lady" at the Center. . . . The Crest Theatre Building, Delta, Utah, was three-quarters destroyed by a $100,000 fire, the cause of which has not been determined.

ST. LOUIS

Alice Dorsey, president, Variety Club Tent Four Women, announced that the Rose and Crown Room, Cheshire Inn, Clayton, will be the permanent meeting place for the group, which will meet regularly at noon on the second Wednesday of each month. . . . Warners' "The Great Race" will open at the Esquire on Oct. 13 with a champagne premiere sponsored by the St. Louis Women's Chapter of Brandeis University. Tickets were priced at $7.50. Some of the actual antique cars used in the picture were on display at the theatre. . . . The Olympic Drive-In on St. Charles Rock Road in the County has been the target of frequent raids by police and of a newly formed decent films committee in an attempt to close the theatre for allegedly showing obscene films. . . . A bill prohibiting drive-ins within 800 feet of any district zoned residential was introduced at the initial meeting of the St. Louis Board of Aldermen. . . . Louis Jablonow, president, Mid-America Theatres, spent a short vacation in Las Vegas. . . . The Riviera Drive-In, Herrin, Ill., is now a weekend operation.

SAN ANTONIO

Ignacio Torres, manager, Alameda, one of the city's top Spanish language showcases, has for some time had special 45 cent admission prices on Monday and Thursday for his women patrons. Torres now has switched Mondays for his men patrons for the same special admission price to any performance throughout the day or night. . . . Johnny Weissmuller, the first "talking" Tarzan in the movies, was a visitor at Montgomery Ward's two stores. . . . It was twin girls for Mr. and Mrs. George Slaven. He is projectionist at the Josephine. The twins have been named Bridget Ann, who weighed in at four pounds and 11 ounces, and Susan Ruth, four pounds and 13 ounces and were born at the Baptist Memorial Hospital. They are being welcomed by five brothers. . . . Tom Powers, city manager, Cinema Arts Theatre, has booked the Bob O'Donnell film, "The Redeemer," for showing at the circuit's Laurel, managed by Alvin Krueger, in November. There will be a special screening prior to the formal opening made for the local clergy and other religious leaders. . . . Lynn Krueger, manager, downtown Majestic, flagship of the Interstate Theatres Circuit, was in Southwest Texas Methodist Hospital recuperating from brain surgery.

SEATTLE

The former Princess Theatre, Edmonds, has been renamed the Edgemont, according to Cinema Guild, Inc., the new corporation formed by M. W. Saffle, Saffle's Theatre Service, and Jim Selvidge, owner of the Ridgemont, Seattle. The Edgemont's programming will include first-run movies with wide appeal, plus major American and British films and other quality imports. Flim with the emphasis on entertainment will run Wednesday through Saturday, with art films Sunday through Tuesday. Ticket prices are higher than the average neighborhood house but lower than downtown Seattle houses. If patrons find an offering below their standards, they are guaranteed passes to another attraction. . . . Norman Chesler, Buena Vista Seattle branch manager, will attend a company sales meeting in Los Angeles starting Oct. 25. . . . Warner Bros. presents "La Boheme" at the Orpheum Oct. 20 and 21, with matinee and evening performances. Home office executive Jack Wodell and Al Grubstick were in town to promote the film, and they presented a film clip and seminar and also hosted a luncheon at the Ben Franklin, attended by Jerry Vitus, operations manager of Sterling; Sally Dunstan, public relations; Ernie Rose, manager of the Orpheum; and Bob Seaborn, assistant manager. . . . Larry Blair, former head booker at 20th-Fox, has been named territory salesman; Merna Esmay has been promoted to his spot as head booker, . . . L. C. Tomlinson, office-manager and booker at Favorite Films of California, is recovering at home after recent hospitalization and will be on the job again shortly. . . . "She" inspired special store promotional tie-ins when it played recently at the Orpheum. Rhodes downtown department store featured a "She Loves" window with posters and stills. Bernie's Men's Stores of Bellevue and the University District featured two posters and color stills of Ursula Andress from pages of the June issue of Playboy Magazine. In keeping with the firm's new advertising slogan of "Bernie's Brave Men," the captions read: "She goes for Bernie's Brave Men". . . . Sterling Theatres, Capitol Records, and radio station KJR cooperated on a sale of Beatle records in the lobby of the Orpheum during the showing of "Help" here and turned the profits of $1,000 over to Variety Clubs International to benefit the Heart and Cancer Clinic at the Children's Orthopedic Hospital.

REVIEWS

The famous pink paper SAVEABLE SECTION in which Experienced Trade Analysts evaluate coming product

Publised every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 29 year old service is both numerically more complete and informatively more candid, than any similar analysis. Cumulatively numbered by film seasons (September to September). It is recommended that readers consecutively save all REVIEWS section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined the every second week, yellow paper SERVISECTION indexes to the past 12 months' product, and the alternating every second week pink paper REVIEWS, represent a unique informative service to theatremen.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.

MOTION PICTURE
EXHIBITOR
The Showman's Trade Review

SECTION TWO
Vol. 74, No. 12
OCTOBER 20, 1965

ALLIED ARTISTS

Blood and Black Lace

MELODRAMA
90M

(6505) Allied Artists
(Woolner Brothers)
(Technicolor)

ESTIMATE: Okay adult horror meller.

CAST: Cameron Mitchell, Eva Bartok, Mary Arden. Produced by Alfred Mirabel; directed by Mario Bava.

STORY: Eva Bartok's lavish fashion salon serves as a front for the illicit love affairs and illegal activities of many of the beautiful models. This leads to several murders, blackmail, traffic in dope, etc. The diary of one of the girls leads to her death. Bartok kills several more to cover up her illegal activities. She is in league with designer Cameron Mitchell. Finally, with a police inspector hot on their heels, Bartok and Mitchell culminate their crime spree by killing each other.

X-RAY: This is a mighty bloody yarn with a profusion of murders, shocks, and gore all over the place. Ad campaign promises "The Eight Greatest Shocks Ever Filmed," and it hardly lies. The story is hard to take and the gore, murders, and tortures are certainly not for the squeamish. The setting throws many pretty girl models to their gruesome fates, and Technicolor enhances the bloody doings. The cast, production, and direction are adequate, and at times surpass the trashy type of story, credited to Marcel Fondat, Joe Borilla, and Mario Bava.

AD LINES: "A Fashion House of Glamorous Models Becomes A Terror House of Blood!" "An Orgy Of Crimes To Cover Up Their First Crime — The Diary That Told Too Much."

City Of Fear

MELODRAMA
88M

(6513) Allied Artists
(Made abroad)

ESTIMATE: Espionage meller okay dualler.

CAST: Paul Maxwell, Terry Moore, Marisa Mell, Albert Lieven, Pinkas Broun, Zsu Zaa Banki, Brigit Heiberg, Marie Rohm. Produced by Sandy Howard and Arthur Steloff; directed by Peter Bezencenet.

STORY: Newspaper reporter Paul Maxwell is inveigled by refugee Pinkas Braun into taking several forged American passports into Hungary for delivery to Marisa Mell, who pases as Braun's sister. Maxwell, unaware of the contents of the package he is to deliver, meets fashion expert Terry Moore at a hotel fashion parade, and they fall in love. Mell sends a message to Maxwell to meet her at a cabaret and Moore goes along. When Maxwell finally contacts Mell, she tells him the passports are for her and her scientist father, Albert Lieven, whom the government does not want to leave the country. Mell pleads with Maxwell and Moore to furnish transportation out of Hungary in Moore's car. They are pursued and overtaken by Braun and other police spies. Mell is exposed as another police agent. Maxwell manages to disarm one of the guards, and he, Moore, and Lieven escape into friendly Austria.

X-RAY: This fast moving espionage yarn is interesting at all times, although in several instances it becomes a trifle confused in the telling. It was written by Peter Welbeck. The cast of relative unknowns is okay as are direction and production. The location shots in Austria and Hungary enhance things, and the musical score is fine. This should prove an acceptable addition to the average program.

AD LINES: "Espionage, Terror, Passion"; "Where They Play The World's Most Deadly Game — Matching Wits With Beauties As The Pawns."

NOTICE

The REVIEWS Section has been expanded to eight pages this week in order to bring reviews to readers as soon as possible. There is no Exploitation Section this week.

Finger On The Trigger

WESTERN
87M

(6511) Allied Artists
(Technicolor)
(Techniscope)
(Made In Spain)

ESTIMATES Actionful western.

CAST: Rory Calhoun, James Philbrook, Todd Martin, Silvia Solar, Brud Talbot. Produced by J. L. Moreno; directed by Sidney Pink.

STORY: In 1865, Rory Calhoun leads some ex-soldiers of the Union army who have decided to go to New Mexico to set up a homesteading ranch. They arrive at Fort Grant, which unknown to them has been taken over by a Confederate calvary unit which is waiting the arrival of a caravan to take them to a fortune in golden horse shoes which they plan to take to Mexico to continue the fight for the Confederacy. The ex-soldiers continue on to a ghost town, where they find the horseshoes. Indians attack the fort, and most of the ex-soldiers go to help. The others stay in the town until the Indians attack this, too. They melt down the golden horseshoes and finally wipe out the Indians, although sacrificing the treasure.

X-RAY: Made in Spain, with several names known to followers of American-made westerns, this actionful entry has Spaniards playing the part of Indians, but otherwise one would hardly know the difference. The action never stops, and there is little time for character development or anything else. Story is by Luis de los Arcos.

AD LINES: "Keep Your Eye On The Indians —And Your Finger On The Trigger"; "What Was The Secret Of Fort Grant?"

Taffy And The Jungle Hunter

COMEDY MELODRAMA
87M.

(6504) Allied Artists
(Technicolor)

ESTIMATE: Okay jungle adventure good for kids and family audiences.

CAST: Jacques Bergerac, Manuel Padilla, Shary Marshall, Hari Rhodes, Taffy, the elephant, Margo, the chimp. Produced by William Faris and Byron Roberts; directed by Terry O. Moore.

STORY: Jacques Bergerac, wild animal hunter, captures animals in the African jungle for zoos. With him are his son, eight-year-old Manuel Padilla, whose pets are Taffy, the elephant, and Margo, the chimp; and the boy's governess, Shary Marshall, a former circus performer who is afraid of lions. When a friendly native chieftain Hari Rhodes warns Bergerac of warring tribes, he decides to ship Padilla and Marshall to a nearby city for safety until he can ship his animals and join them. Padilla is heartbroken when he learns he will lose Taffy and runs away from the camp with the elephant and Margo, the chimp. Bergerac and Marshall search the jungle for them but their efforts are in vain. The adventures of Padilla, Taffy, and Margo are many. Just as Bergerac and Marshall get close to their trail, a fire and volcanic eruption add to the menace. They are finally saved just as a lion is about to attack. Reunited, they all fly to America where Taffy becomes an attraction in Jungleland.

X-RAY: The jungle adventure features a profusion of African animals in addition to the "pets" of the youthful star, Manuel Padilla. It has been carefully made and should fill the bill as part of the program, especially for children and the family group. Technicolor enhances things, and there is enough action and light moments to please all. Screenplay and story are by Arthur Hoerl with additional dialogue by Donald Zimbalist.

AD LINES: "Right Out Of A Jungle Book Of Adventure"; "A Baby Elephant, A Pint-Sized Hunter and A Hilarious Chimp On The Loose In Africa's Wonderland Of Thrills."

DO SAVE . . . pink REVIEWS

They provide a permenent evaluation of all features as caught by our skilled reviewers. Pages are cumulative numbered.

COLUMBIA

The Bedford Incident

DRAMA
102M

Columbia

ESTIMATE: Stark, poignant drama can be sold on many counts.

CAST: Richard Widmark, Sidney Poitier, Martin Balsam, James MacArthur, Wally Cox, Eric Portman, Michael Kane, Phil Brown, Gary Cockrell, Brian Davies, Warren Stanhope, Donald Sutherland, Colin Maitland, Edward Bishop, George Roubicek. Producer-director, James B. Harris; co-producer, Richard Widmark; screenplay by James Poe.

STORY: Richard Widmark runs The Bedford, an ultra-modern sub-hunting destroyer, with wire-tight discipline. Though he is as cold as the Greenland Straits his vessel patrols, Widmark has won the blind loyalty of his able crew. A NATO adviser, Eric Portman, however, was a German U-Boat commander during the war and, unlike many of the younger crew members aboard the Bedford, realizes that the Russian submarines Widmark stalks mean more than war exercises to the captain. To complicate matters, the Navy has authorized a prominent liberal Negro journalist, Sidney Poitier, to go on an Arctic cruise with the Bedford and do a feature story for his magazine on the captain "who gets results." Poitier realizes that Widmark, who achieved national prominence during the Cuban crisis by forcing a Russian submarine to surface, is a man who lives for the "kill." Portman and a new ship's doctor, Martin Balsam, also understand the captain is treading the line between conscientious devotion to duty and maddening frustration at simulating war so realistically that the distinction between reality and imagination is being eroded. When the Bedford's sonar operator, Wally Cox, picks up a Russian sub in Greenland's territorial waters, Widmark closes in, knowing the sub is caught out of bounds. The Russian commander's efforts to elude the Bedford and escape to international waters are frustrated by Widmark, but U.S. Fleet headquarters, despite the fact that the Russian sub has breached U.S. nuclear defences, refuses permission to force the sub to surface. Widmark continues the chase, eventually exhausting the sub's air supply. It is forced to surface, though it does reach open waters. When the Russians refuse to identify themselves, Widmark rams the sub. At the final moment of confrontation, a young officer harrassed by Widmark misinterprets an order and fires an armed anti-sub missle. With horror, the Bedford's crew realize they have gone over the brink—too late even to evade the hastily fired torpedoes of the exploding sub.

X-RAY: No one will argue that this film is one of the most startling chillers to come along in some time. Though its message has found a vehicle in many recent entries touching the possibility of a dreaded slip by human hands in the tension of cold war jitters, "The Bedford Incident" is so plausible the full terror of its narrative is not registered until the awesome climax of the picture. Suspense mounts steadily as the strain of meeting the impossible demands of a perfectionist work on the Bedford's crew. Dialogue between Widmark, Poitier, and Portman often is as chilling as the action sequences. Portman is a quietly eloquent spokesman for the hunted Russians below the surface. The allegory of the hunt is further developed in the pursual of Widmark by the inquisitive journalist whose character Poitier develops from fine script material. The stoical acceptance of Portman of the facts of war, his deep insight into the nature of the hunted and the hunter, wash over Widmark's impenetrable defences as futiley as Balsam's attempts to reach the "old man." Poitier, though able to unnerve the captain, is also unable to force the diabolical Widmark to surface, as it were. The dramatic impact of a man who has been holding a heavy sword over the neck of others seeing it slip from his fingers is an excruciating reminder that the real thing is only too possible. As an action-suspense picture, this one deserves a real push. Few will forget its grim content.

AD LINES: "How Long Could They Wait For A Kill?"; "A Hunter Who Wasn't Satisfied Until His Prey Turned On Him."

Bunny Lake Is Missing

DRAMA
107M.

Columbia
(Made in England)
(Panavision)

ESTIMATE: Exercise in tension and suspense holds interest.

CAST: Carol Lynley, Keir Dullea, Laurence Olivier, Noel Coward, Martita Hunt, Anna Massey, Clive Revill, Finlay Currie, Richard Wattis, Lucie Mannheim, Megs Jenkins, Victor Maddern, Delphi Lawrence, Suzanne Neve, Adrienne Corri, Kika Markham, Jill Melford, Damaris Hayman, Patrick Jordan, Jane Evers, John Sharp, Geoffrey Frederick, Percy Herbert, Michael Wynne, Bill Maxam, Tim Brinton, Fred Emmey, David Oxley, John Forbes-Robertson, The Zombies. Produced and directed by Otto Preminger; screenplay by John and Penelope Mortimer, based on the novel by Evelyn Piper.

STORY: Americans Carol Lynley and Kei Dullea, brother and sister, come to England where Dullea has a job. Lynley, an unwed mother enrolls her four-year-old daughter in a private nursery school. When she returns to get her, the child is gone, and nobody saw her. Police inspector Laurence Olivier investigates and discovers that no one has seen the child. He begins to wonder if the child is just a figment of Lynley's imagination. He also looks into the almost unnatural devotion to his sister shown by Dullea. Lynley is aware that people are begining to doubt the existence of her child, but is unable to produce evidence that her daughter is real. She is thrown into contact with a sinister neighbor, Noel Coward, and others who may or may not have something to do with the plot against her. Finally, Dullea is revealed as the villain, having kidnapped his niece so that he could have all of Lynley's attention.

X-RAY: Otto Preminger, who refuses to allow himself to be typecast, turns to an exercise in suspense and manages to hold interest just about all the way. He is assisted by some fine performances, notably from Carol Lynley, who shows a depth of ability never seen before, and Laurence Olivier, who makes his relatively colorless part stand out like a bright gem. It is important in such a film to keep the audience guessing until the director is ready to let them in on the secret. It is the feeling in this corner that more than a few in the audience will work things out rather quickly. Still, Preminger keeps the red herrings flying, particularly a delightfully sinister Noel Coward, who portrays a poet with strange and bizarre appetites. Along the way, one gets the feeling that a lot of people are being purposely dense to allow the story to spin out to its conclusion, which may be an indication that the suspense is not gripping enough to suspend one's sense of disbelief. Certainly, there are many moments of real tension and suspense, and audiences generally should respond favorably. Photography and music are fine. Perhaps some sharper editing, particularly during the chilling climax, might have heightened impact. Exhibitors will do well to heed Preminger's advice that patrons be required to see the film from the beginning. It is the kind of suspense fare that will make very little sense to those who come in during the unreeling. This is a worthwhile effort from a top-flight film maker. We think, however, that it could have been considerably better than it is. The key for us came when we found ourselves wondering how Hitchcock would have handled a particular scene.

TIP ON BIDDING: Better rates.

AD LINES: "A New High In Tension And Suspense . . . Hold Your Breath"; "See It From The Beginning For Chills And Thrills And Unmatched Suspense."

CONTINENTAL

Ghidrah, The Three-Headed Monster

MELODRAMA
85M.

Continental
(Eastman Color)
(Tohoscope)
(Japanese-made)
(Dubbed in English)

ESTIMATE: Good science-fiction entry.

CAST: Ghidrah, Godzilla, Rodan, Mothra, and Yosuke Natsuki, Yuriko Toshi, Hiroshi Koizumi, Takashi Shimura, Emi Ito, Yumi Ito, Eiko Wakabayashi, Hisaya Ito. Executive producer, Tomoyuki Tanaka; directed by Inoshiro Honda.

STORY: A group of scientists are preparing to investigate the landing of a mysterious meteorite in the mountains of Japan. Meanwhile, the police are alerted to the forthcoming visit of a princess from a small country, Eiko Wakabayashi, who has been ordered killed by the opposing faction in her country. She is saved by a mysterious force from her plane just before it blows up in mid-air. She shows up in Tokyo proclaiming that she is from Mars and that the world is in danger. The meteorite bursts open, and Ghidrah the three-headed monster emerges to start wreaking havoc and destruction. Girl reporter Yurika Hoshi befriends the princess, as does her brother, police detective Yosuke Natsuki, who saves her from death at the hands of the killers from her country. Meanwhile, Godzilla, Rodan, and Mothra combine forces against the three-headed killer and manage to drive it away. The princess recovers her own identity as things start to go back to normal.

X-RAY: Lots of excitement is engendered in this import that features four creatures from the world of the unusual, as well as a story about some would-be killers of a royal princess. The special effects again demonstrate Japanese expertise, and there's fast-paced action, etc., to be found in this entry that should do okay as part of the show. A bit of extra evploitation should insure better boxoffice returns. The use of color is an added asset. The screenplay is by Shinichi Sekizawa.

Ad Lines: "Killers On The Loose As Monsters Threaten The World"; "Ghidrah, The Three-Headed Monster vs. Godzilla, Rodan, and Mothra In A Thrill-Packed Science Fiction Adventure."

Time of Indifference

Drama
84M.

Continental
(Filmed in Italy)
(English language)

Estimate: "Names" may help moderately entertaining import.

Cast: Rod Steiger, Claudia Cardinale, Shelley Winters, Paulette Goddard, Tomas Milian. Directed by Francesco Maselli; produced by Franco Cristaldi.

Story: Paulette Goddard, impoverished and fading widow, lives in a villa that is about to be auctioned off because of debts that haven't been paid. For years, she has been the mistress of opportunist Rod Steiger, who intends to some day gain control over the valuable villa and make a profit from its sale. He has watched Goddard's daughter, Claudia Cardinale, grow into a beautiful young lady for whom Goddard has plans of a wealthy mariage. Steiger has other plans of for her, and he asks her to come away with him. Goddard's son, handsome Tomas Milian, knows what Steiger is trying to do, and he is also aware of the moral decay around him. He lacks the conviction or strength to do anything about it. Friend Shelley Winters, with whom Steiger once had an affair, tries to help, but she is also attracted to Milian. Eventually, Cardinale submits to Steiger's advances with a lack of emotion. Milian tries to break it up, but Steiger offers marriage. Cardinale hasn't the courage to break away from the mess. Milian decides to submit to Winters as the easiest way of existence.

X-Ray: A talky drama involving a family and two friends, this import may have some value because of the "names" in the cast. It has little else to offer. The story is superficial, although there are a few moments of high interest; the cast is adequate; and the direction is overly dramatic. Production values are okay. Despite its English language, the subject and the end result seem better suited to the art spots than to the regular houses. The screenplay is by Francesco Maselli, based on the novel by Alberto Moravia.

Ad Lines: "He Loved Both Mother And Daughter"; "The Villa Was Charged With Emotional Dynamite."

Underworld Informers

Melodrama
105M.

Continental
(British-made)

Estimate: Hard-hitting thriller about British underworld.

Cast: Nigel Patrick, Catherine Woodville, Margaret Whiting, Colin Blakely, Derren Nesbitt, Frank Finlay, Harry Andrews, Michael Coles, John Cowley, Allan Cuthbertson. Directed by Ken Annakin; executive producer, Earl St. John; produced by William MacQuitty.

Story: Scotland Yard lays down a policy for its detectives of stressing science on the apprehension of criminals rather than relying on stool pigeons, who are giving police a bad name. Inspector Nigel Patrick disobeys the order, continuing to get tips from John Cowley, who is on to the identity of those behind a series of bank robberies. He thinks the leader is Derren Nesbitt, who has been flashing large sums of money about and living high all of a sudden. Crowley is murdered by the gang when they catch him informing. Patrick continues investigating despite a warning from superiors to leave the killing to homicide. Patrick contacts the dead man's brother, Colin Blakely, and suggests Nesbitt and his gang might be the killers. Blakely dislikes stool pigeons and prefers to go it on his own with his friends. As Patrick becomes a nuisance, Nesbitt and the real leader, Frank Finlay, decide to try to eliminate him by framing him accepting money and favors from prostitute Margaret Whiting. He is framed so thoroughly that he is suspended and jailed to await trial. He gets out on bail just as Blakely gets information that he was responsible for the death of Cowley. A showdown between the Nesbitt gang and Blakely and his friends results in the death of the two leaders, while Patrick goes after Finlay.

X-Ray: A hard-hitting, thrill packed tale of the London underworld, this entry holds interest well throughout with a yarn that is filled with intrigue, suspense, and action. Good performance help, as do efficient direction and production. It should do well as part of the show. Alun Falconer wrote the screenplay based on the novel, "Death of A Snout," by Douglas Warner.

Ad Lines: "A Rumble In The London Underworld Makes For Fast-Moving Action And Drama"; "A Thrill-Packed Tale Of The Underworld In Action."

EMBASSY

Village Of The Giants

Comedy Drama
80M

Embassy
(Perceptovision)
(Color)

Estimate: Good programmer aimed at teens.

Cast: Tommy Kirk, Johnny Crawford, Beau Bridges, Ronny Howard, Joy Harmon, Bob Random, Tisha Sterling, Charla Doherty, Tim Rooney, Kevin O'Neal, Gail Gilmore, and The Beau Brummels, Freddy Cannon, Mike Clifford. Produced and directed by Bert I. Gordon.

Story: A gang of eight teenagers, boys and girls, arrive at a small town looking for kicks after wrecking their car on the outskirts. Meanwhile, town teeners Charla Doherty and Tommy Kirk find that her kid brother, Ronny Howard, has discovered a chemical substance in his lab that makes things grow several times their normal size, as evidenced by the family dog and some geese. Kirk foresees a fortune in the goo, which it is called, but the word gets out. The eight newcomers discover its secret. They eventually steal a small amount and on a dare eat same, which causes them to become giants. Their size goes to their heads, and they take over the town after holding the sheriff's small daughter as hostage. Howard discovers a smoke vapour that is an antidote and can shrink the giants. When the invaders regain their normal size, they flee the town, meeting a group of midgets who are hopefully heading for a try at getting some of the goo.

X-Ray: One might label this entry as a rock-and-roll comedy with science fiction overtones. It should do well with the teen set and even some of their elders. It can serve as part of the show, with okay performances and efficient direction and production. There are some good special effects sequences, which are of assistance to the film. Color also provides an assist. In addition to dance sequences, some tunes are also sung by rock-n-roll "names." The screenplay is by Alan Caillou, based on the novel, "The Food of the Gods," by H. G. Wells.

Ad Lines: "Giant-Sized Teen Agers Take Over A Town And Make The Adults Toe The Mark"; A Different Type of Science Fiction Fun Thriller."

MGM

The Cincinnati Kid

Drama
113M

(MGM)
(Metrocolor)

Estimate: Well cast and produced drama will need sales push to offset relatively limited appeal of theme.

Cast: Steve McQueen, Edward G. Robinson, Ann-Margret, Karl Malden, Tuesday Weld, Joan Blondell, Rip Torn, Jack Weston, Cab Calloway, Jeff Corey, Theo Marcuse, Milton Selzner, Karl Swenson. Produced by Martin Ransohoff; directed by Norman Jewison; screenplay by Ring Lardner, Jr., and Terry Southern, based on the novel by Richard Jessup.

Story: Steve McQueen is a depression boy with a far flung reputation as one of the best stud poker players in the country. In New Orleans, he is the man to best, with the result that he can only find action in small games where winner takes all if he can make it to the door. He is rather comfortably established with country girl Tuesday Weld, whose growing resistance to his otherwise rootless life is his only real conflict. McQueen's faith in his ability with cards never wavers, even when aging king of the stud poker circuit, Edward G. Robinson, arrives in town for a game with rich boy Rip Torn. When Karl Malden, who deals the game between Robinson and Torn, proposes Robinson, whose position as number one has been undisputed for 30 years, take on "the kid," the stage is set for a marathon playoff. Torn, whose heavy losses to Robinson have left him smarting, exerts pressure on Malden to throw the game to the kid, but McQueen picks up Malden's efforts to slip him cards and gets Malden out of the game at critical moments. Malden's wife, Ann-Margret, however, is not so easily curbed as her husband. When she finds Weld has returned home while the game is on, she slips into McQueen's hotel room. Despite McQueen's loyalty to Weld and Malden, he finds her too much woman to resist. When the game resumes, McQueen finds nearly to his amazement, that his percentage playing is squeezing Robinson to the wall. In a critical moment, he fills in a full house, only to be beaten by a miraculous straight flush. Deflated by the loss, and cut off from Weld, who discovers the affair with Ann-Margret, he doggedly begins at the bottom again by matching coins with a shoe shine boy in the street.

X-Ray: "The Cincinnati Kid" has a lot of artistry going for it: the Lardner-Southern screenplay, Marty Ransohoff's touch as producer and Norman Jewison's direction; Philip Lathrop's versatile use of color camera; and the professional stamp that marks the cast. In the final analysis, it is not, however, so great a piece of Americana as "The Hustler" or its equals, but rather the third of three attempts by McQueen to capture the unbridled essence of America's rural youth. In two previous scripts—"Baby The Rain Must Fall" and "Soldier In The Rain"—McQueen has chosen essentially the same character to portray, that of the southern boy from the wrong side of the tracks with more dreams than ability—save for getting into trouble. The occupations in these films—card sharp, professional soldier, guitar twanging blues singer—are part of the hero mythology of the deep south. James Jones built them into a popular hero in "From Here To Eternity," and Erskine Caldwell used them often. In his own attempts to convey the proletarian artistry of fighting, singing, and getting a good looking woman, McQueen has earned a distinct place for himself among U.S. actors. No one else has the cat-like grace he shows in his fight scenes, and no one else gets across the indomitible instinct of the underdog for survival quite so well. As a card picture, the film captures the mood of a big game and abounds with attention to authenticity, despite the seemingly impossible ending hand. Its real recommendation, taking into account some fine supporting work by Robinson, Weld, Malden, and Ann-Margret, is as another of McQueen's attempts to give us a hero many have long dismissed. For those interested, it is sound fare. We suggest strong selling especially in early playoff.

Tip On Bidding: Better program rates.

Ad Lines: "He Played Every Card Right — And Lost"; "He Had Everything To Gamble —And He Lost!"

The Loved One

Comedy
116M.

MGM

Estimate: Weird, off-beat satire for selective audiences.

Cast: Robert Morse, Jonathan Winters, Anjannette Comer, Rod Steiger, Dana Andrews, Milton Berle, James Coburn, John Gielgud, Tab Hunter, Margaret Leighton, Liberace, Roddy McDowall, Robert Morley, Barbara Nichols, Lionel Stander, Ayllene Gibbons, Bernie Kopell, Asa Maynor, Alan Napier. Directed by Tony Richardson; produced by John Calley and Haskell Wexler.

Story: Young English poet Robert Morse arrives in Hollywood to visit his writer uncle, Sir John Gielgud, who works for one of the film studios. Giegud loses his job after many years. Out of funds and unable to face his friends at the English Club, he hangs himself. Morse arranges for a fine funeral at a memorial park owned by Reverend Jonathan Winters. The latter has a brother, also Winters, who was also a studio employee until he had several bad ideas, after which he was fired. Writer Winters asked his brother for a job and was placed in charge of an animal mortuary, a silent operation of the Reverend. Winters gives Morse a job assisting him with the animal disposals. Morse, while making the arrangements for his uncle's burial, is attracted to cosmetician Anjanette Comer, who is also being sought by chief embalmer Rod Steiger. Unable to make up her mind, she asks advice from lonely hearts newspaper columnist Lionel Stander.

At the pet cemetery, rockets are even utilized when a 13-year-old discovers how to make space missiles. The reverend decides to adopt the space routine for human bodies as an answer to overcrowding, and he gets the cooperaiton of Air Force General Dana Andrews. Besides, he also wants the property for a development for the aged. Comer is confused by all around her and takes an injection of embalming fluid. Steiger pays Morse money to help get rid of the body which might be an embarrassment, and she winds up being shot into space as the first dead astronaut. Morse winds up heading for home in England.

X-Ray: This unusual offering starts out bright and on a note of promise, and it continually comes up with some cute bits and pieces in the first few reels. However, as time passes, so does its spontaneity, high humour, and cuteness. Instead, it labors to make its points and hold the interest of audiences. Fortunately or unfortunately, it was this reviewer's lot to have read the book by Evelyn Waugh. It is firmly believed here that had its makers stuck to the original and rejected the space nonsense, a much better film would have resulted. There is much herein to offend as the truthful advertising on its behalf states, but there is also curiosity value, some fine "names" in the large cast, and other angles to attract. Performances are weirdly competent, direction is different, and production values are good. It's a film to be reckoned with. The screenplay is by Terry Southern and Christopher Isherwood. It should be slanted for the specialty spots initially, with perhaps a snob appeal campaign. If it hits, it can be spread over a wider area.

Ad Lines: "The Motion Picture With Something To Offend Everyone"; "The Most Unusual And Different Film Of Our Generation."

20th FOX

The Nanny

Drama
93M.

20th-Fox
(English-made)

Estimate: Absorbing psychological drama.

Cast: Bette Davis, Wendy Craig, Jill Bennett, James Villers, William Dix, Pamela Franklin, Jack Watling, Maurice Denham, Alfred Burke. Produced by Jimmy Sangster; directed by Seth Holt.

Story: In England, Bette Davis is a nursemaid and general all-around servant in the home of wealthy James Villiers and his delicate wife, Wendy Craig. All three are await-the arrival of their 10-year old boy, William Dix, following a two-year stay at a school for disturbed children, where he didn't seem to gain much. Craig is apprehensive about his return, recalling that he was involved in the drowning death of his younger sister in the bathtub, which is why he was sent away. Back home, Dix refuses to let Davis touch him, help him, or give him food. Villers must go abroad on business, but Craig is visted by her sister, Jill Bennett, who has a weak heart and needs medication to stay alive. Dix makes friends with an older girl in the flat above, Pamela Franklin, and tells her how his sister fell into the bathtub, hit her head, and was drowned when Davis turned on the water without looking. Davis convinced the authorities that Dix was responsible. Craig is taken ill by food poisoning, and the finger points to Dix again. Craig is taken to the hospital, and when Dix refuses to remain alone with Davis, Bennett is summoned. Davis is seen acting suspiciously outside Dix's room by Bennett, and when the latter begins to suspect that maybe Davis isn't as innocent as she seems, a struggle takes place. Bennett has a heart seizure, with Davis refusing to give her the pills. Davis tells the dying Bennett that in a way she was responsible for the death of the little girl. She feared that Dix would someday be believed, which would mean she would have to go away. She goes after Dix, struggles with him until he bangs his head, and then she takes the unconscious form to the bathtub, immersing him in the water. She suddenly realizes what she is doing and takes him out. He revives and runs away. Davis goes to her room and starts packing her belongings. Dix goes to his mother in the hospital, vindicated and with hopes for a brighter future together.

X-Ray: Murder, suspense, and insanity figure in this import dealing with the emotional instability of a British governess, who saw her way of life threatened and took what she considered appropriate action. Audiences should find the unreeling absorbing as the tale unfolds at an interest-holding pace, aided by good performances by all concerned, smart direction, and impressive production values. The mystery element of the film is well-maintained through the major part of the telling. The screenplay is by Jimmy Sangster, based on a novel by Evely Piper.

Ad Lines: "A Mystery Thriller About A Governess And The People Around Her"; "Murder Will Out . . . But Don't Give The Solution Away."

Spaceflight IC-1

Melodrama
65M.

20th Fox
(Filmed in England)

Estimate: Fair science fiction programmer.

Cast: Bill Williams, Norma West, John Cairney, Linda Marlowe, Jeremy Longhurst, Kathleen Breck, Donald Churchill, Margo Mayne, John Lee, Tony Doonan. Produced by Robert L. Lippert and Jack Parsons; directed by Bernard Knowles.

Story: In 2015 A.D., the earth is faced with a serious over-population problem. A huge space ship commanded by Bill Williams is sent aloft with a group of men, women, and children to discover and colonize another planet with similar atmospheric conditions to earth. The crew consists of four married couples, doctors, scientists, and engineers. In case of accident or other emergencies, four replacement crew members are kept in suspended animation. Doctor Linda Marlowe becomes ill with a serious kidney infection, and the others talk about turning back. Williams refuses. He also refuses her the right to have another child, and she commits suicide. Her husband, Dr. John Cairney, and most of the others stage a mutiny and imprison Williams. He is freed and orders that Cairney must die for leading the mutiny. He orders one of the suspended animates to be releaesd to relieve him. He is freed too fast which unbalances him mentally. He kills Williams before he can be stopped, after which he dies. After a space burial, the ship continues its flight with the others looking forward to the future.

X-Ray: This is a minor science-fiction entry that features more talk than action, but there is a measure of intrigue and some suspense. It can go as part of the program in the lower half slot, with the science fiction bit maybe atracting some extra patrons. Performances, direction, and production are average. Harry Spalding wrote the screenplay.

Ad Lines: "Pioneers In Space Head For A Second Earth"; "A Space Ship Hurtles Through Space To Start A New Civilization."

UNITED ARTISTS

Return From The Ashes

DRAMA
105M..

United Artists
(Mirisch)
(Filmed abroad)
(Panavision)

ESTIMATE: Intriguing drama.

CAST: Maxmilian Schell, Samantha Eggar, Ingrid Thulin, Herbert Lom, Talitha Pol. Produced and directed by J. Lee Thompson.

STORY: In 1945, Ingrid Thulin returns to Paris after spending a harrowing period in a Nazi concentration camp. After checking into a small hotel, she makes a phone call and listens as a man picks up the phone but doesn't say anything. She then confronts old friend Dr. Herbert Lom, who is surprised as he and others thought her dead. She persuades him to perform plastic surgery on her before she sees her husband, Maxmilian Schell. She recalls how in 1938, she met Schell, a poor and stateless Pole, while she was a successful doctor. They have an affair during which it's established that she is a widow with a step-daughter, young Samantha Eggar, who is away at school. Schell's consuming interest is to become a famous chess player. Hitler plunges Europe into war, and his chess activities come to an end. He's dependent on Thulin more than ever. When the Germans invade Paris it is obvious because Thulin is a Jewess that complications are in order. Schell proposes marriage anyway. After the wedding, she is arrested and carted away. After the war, when no one hears from her, it is presumed that she is dead. Schell takes to living with Eggar while not being able to touch Thulin's estate because there is no proof of her death. She is seen by the pair, and they map out a scheme whereby Thulin is to pose as the dead woman, and they are to split the estate. She goes along, also realizing that she still loves Schell. Thulin admits her identity after a while, and a shocked Schell welcomes her back while trying to appease an angry Eggar. He urges Eggar to be patient, promising to go away with her as soon as he gets the money. Catching them together, Thulin orders Eggar to move out. Egar plans Thulin's murder, outlining a perfect plot to Schell. Schell decides to get rid of Eggar, which he does, making it appear an accident. He also decides to kill Thulin, using Eggar's plan, but the plan backfires. He is arrested and Thulin finds comfort in the arms of Lom.

X-RAY: Thrilling intrigue and suspense are tied together with ultimate murder to make this an exciting entry of interest primarily to adults, who will best appreciate the basic romantic situations, the villainy, the shocking murders, etc. It's neatly packaged by producer-director J. Lee Thompson, who has an impressive record for this type of fare. The performances are able, and interest is held on high throughout. The screenplay is by Julius Epstein, based on a novel by Hubert Monteilhet. UA is backing it with a fine campaign, based on the idea that no one will be admitted during the last 19 minutes.

AD LINES: "A Thrill-Packed Tale Of Murder and Intrigue"; "The Film Guaranteed To Shock And Surprise."

UNIVERSAL

Pinocchio In Outer Space

CARTOON
71M.

Universal
(Color)

ESTIMATE: Well-made, cartoon fun entry for Christmas release.

CREDITS: The voices of Arnold Stang, Conrad Jameson, Cliff Owens, Peter Lazer, Mavis Mims, Kevin Kennedy, Minerva Pious, Jess Cain, and Norman Rose; based on an original idea by Norm Prescott; directed by Ray Goossens; produced by Prescott and Fred Ladd.

STORY: Pinocchio, once turned into a real boy by the good fairy, became so obnoxious that she had to reverse the process and turn him back into a wooden puppet. He is a sorry figure who only hopes that he can regain the status of boy again and help his old father, Gepetto, get some money with which to buy food. He wishes that he could capture the vicious whale Astro, who is playing havoc with the space programs of many countries. Naturally, a big reward is in the offing. A fox and cat part him from his lunch money for a booklet on hypnotism with which he hopes to subdue the monster in the sky. A space ship, piloted by space agent Nurtle the Turtle, lands near him under the impression he is on Mars. Pinocchio sets him straight and goes with him in his craft, landing on one of the planets, where they encounter some hair-raising adventures with giant crabs. In space, they are swallowed by Astro but manage to escape through his air hole. He pursues them and is hypnotized and captured, winning fame, fortune, and the status of boy once again for Pinocchio.

X-RAY: Youngsters and even some adults should take this latest version of Pinocchio to their hearts with its cute yarn, good technical manipulaions, melodic tunes, color, etc. The running time passes rapidly, and this blend of the old, tried, and true together with the space angles of today could mean a healthy splash at the boxoffice. The entry will be bolstered by a gigantic campaign, calculated to attract audiences in large numbers, which will help. The screenplay is by Fred Laderman, based on the original tale by Collodi.

AD LINES: "Pinocchio Flashes Through Space In Search of a Monster Whale For A Fast-Moving, Colorful Adventure"; "Thrills Galore Follow Pinocchio In Space."

WARNERS

La Boheme

OPERA
108M.

Warners
(Technicolor)
(Filmed in Italy)

ESTIMATE: Fine entry for opera fans and culture lovers.

CAST: Gianni Raimondi, Rolando Panerai, Gianni Maffeo, Ivo Vinco, Carlo Badioli, Virgilio Carbonari, Mirella Freni, Adriana Martino, Franco Ricciardi, Giuseppe Morresi, Carlo Forti, Angelo Mercuriali, and the orchestra and chorus of LaScala, Milan. Production designed and directed by Franco Zeffirelli.

STORY: The time is 1830 at the Latin Quarter in Paris. Act One: On Christmas Eve, impoverished poet Rodolfo (Gianni Ramondi) and painter Marcello (Rolando Panerai) are freezing in their Paris garret when friends Colline (Ivo Vinco) and Schaunard (Gianni Maffeo) arrive with some money and food. Benoit (Carlo Badioli), the landlord, arrives for the rent, but they put him off and leave for a cafe to celebrate. Raimondi remains behind to finish an article, and his neighbor, Mimi (Mirelli Freni), a seamstress, enters to ask for a light for her candle. She faints, and he revives her. They exchange confidences as well as declarations of love, after which they also leave for the cafe. Act Two: At the cafe, they order dinner. Nusetta (Adriana Martino), a flirt and friend of Panerai, arrives with a pompous admirer. She tries to get Panerai's attention. She eventually sends her admirer on an errand and joins Panerai while their bill is added to the admirer's check. Act Three: Time passes and it's a cold February. Freni seeks out Panerai at a tavern to report that Raimondi's jealousy is destroying their love. Raimondi enters, and Panerai hides Freni while he berates his friend for his treatment of her. Raimondi explains that he feels responsible for Freni's illness, which is killing her. She is discovered, and Freni wants to leave him but agrees to stay until spring. Act Four: Months later, the four men friends are together when Martino bursts in to inform them that Freni is too ill to climb the stairs. They bring her in and she lies down. Martino sells her earrings and Vinco his coat to get medicine for the dying girl. The lovers, left alone, reaffirm their love, and she dies soon after.

X-RAY: A specialty item, this import is designed for limited bookings at selected theatres and for advance sales to interested groups, clubs, societies, students, etc. These groups are going out of their way to attend showings, and they should love what they see. The film is truly professoinal, emanating from La Scala in Milan. There are no English titles so newcomers may find the story unclear. The production values are colorful and well executed. The cast is very good, and direction is in keeping with the subject as performed for years and years. It's an entry that should be treasured by opera fans. Giacomo Puccini wrote the opera adapted from Murger's "La Vie Boheme." The voices are splendid and sound reproduction is excellent.

AD LINES: "One Of the Greatest of All Operas On The Big Screen In Gorgeous Color"; "A Limited Engagement of a Truly Great Opera In Glorious Technicolor."

MISCELLANEOUS

Horrors Of Spider Island

MELODRAMA
75M

Pacemaker

ESTIMATE: Fair horror programmer.

CAST: Alex D'Arcy, Barbara Valentine, others. Directed by Jamie Nolan.

STORY: Alex D'Arcy, theatrical agent, and eight chorus girls are sole survivors of an airplane crash on a tropical island. He is attacked by a giant spider and becomes a half-man, half-monster with a lust for blood. The girls search for him. One who lagged behind is attacked and killed by the monster. Several men land on the island and help the girls form a search party to destroy the monster. One of the men is killed by the monster, and another of the girls. By this time, it has been ascertained that the beast is afraid of fire, so all light torches in the hope it will frighten the monster away. It does, and he is forced into quicksand. A ship finally picks up the survivors and takes them back to civilization.

X-RAY: This is not a new picture; neither is it a reissue. It was seen, perhaps, under another title by a MOTION PICTURE EXHIBITOR reviewer when it was caught several years ago under the banner of another film company. Then, as now, it impressed as a fair horror entry for the average non-discriminating program. Main assets are the bikini-clad chorus girls and, of course, the spider-man monster. It will do as part of the program and is now being dualled with "The Fiendish Ghouls."

Ad Lines: "A Bite From A Giant Spider Turned Him Into The World's Most Hideous Monster"; "Half-Man, Half-Monster—Beautiful Girls Became His Prey. . . Shock Upon Shock—Terror Upon Terror."

Who Killed Teddy Bear?

Drama
90M

(Magna)

Estimate: Offbeat treatment of the sex psychopath's world will revulse many.

Cast: Sal Mineo, Juliet Prowse, Jan Murray, Elaine Stritch, Margot Bennett, Dan Travanty, Diana Moore, Frank Campanella, Bruce Glover, Tom Aldredge, Rex Everhart, Alex Fischer, Stanley Beck, Casey Townsend. Produced by Everett Rosenthal; directed by Joseph Cates; a Marshall Naify production; screenplay by Leon Tokatyan and Arnold Drake.

Story: Juliet Prowse is a discotheque disc jockey and hostess living in a sub-let apartment in New York while waiting for a Broadway casting break. When a foul-mouthed customer gets unruly and is bounced, he knifes the club's strong arm man, who accidently kills him. When the police check up, cafe owner Elaine Stritch tells Prowse to let them in on obscene phone calls she has been receiving at her apartment, but Prowse declines. Vice squad detective Jan Murray overhears the exchange and persuades Prowse to let him handle the calls. His obsession with the caller and the fact that he seems to know every move she makes leads Prowse to believe Murray is the mystery caller. As the telephoning picks up momentum, she is frightened into accepting Murray's protection and moves in with the detective and his young daughter when things point to the possibility of an attack. Young busboy Sal Mineo, whom Prowse has befriended at the club, manages to conceal the fact that he is the caller. His compulsion leads him to watch Prowse's apartment. When Stritch emerges from the building in a borrowed coat, he mistakes her for Prowse and brutally assaults and kills her. The murder panics Prowse, and Murray, whose own wife was the victim of a sex maniac several years earlier, insists she take every precaution to avoid the same fate. Prowse does not suspect Mineo until she attempts to give him an after hours dance lesson at the club. The session brings his sickness to the boiling point, and he assaults her. Mineo flees from the club and is shot down in the street by pursuing police.

X-Ray: Due to the sensational nature of the plot and much rendering of the sexual psychopath's behavior on the screen, this entry will be restricted in playoff. The tortured machinations of a diseased mind are indicated by the twisted behavior that they produce in Mineo. To add a secondary theme, the principals find there is enough of the abnormal present in those around them to create a deep distrust and suspicion of everyone they meet. Put the two together and realize that the audience is not immune to displays of Miss Prowse's torso anymore than the psychotic who watches her undress through binoculars, and you come up with the ingredients for a film that makes you creep. The film's maudlin explanation for Mineo's sexual disturbance—that he caused his sister to have a serious accident by having sex play with a floozy while he was supposed to be minding her as a teen—adds little to the unsavory role, which consists of a good deal of writhing around on his bed in jockey shorts, picking up the phone to pant obscenities at Miss Prowse or peek through his binoculars, and then back to writhing some more. There have been less creditable attempts on the same subject, but we find little to recommend the entry to most situations. Definitely not for family sessions and of interest to the exploitation trade only.

Ad Lines: "He Was Sick — So Sick He Couldn't Help Himself" . . . "See A Crazed Psychopath At Loose On The Streets Of New York."

FOREIGN

The Fiendish Ghouls

Melodrama
74M

Pacemaker
(English-made)

Estimate: Okay programmer for exploitation spots.

Cast: Peter Cushing, Donald Pleasence, George Rose, others. Directed by John Gilling.

Story: In early 19th century England, grave robbing by ghouls who sold cadavers to certain members of the medical profession was a lucrative business. Two of these ghouls begin an orgy of murder to get additional "epecimens." They kill victims in cold blood, with their crimes being the most horrible of the century. They are finally apprehended. One is convicted and hanged, and the other, who turned state's evidence, is turned loose in the street. He is attacked by an angry mob, and they gouge out his eyes with their burning torches.

X-Ray: Shades of RKO's "The Body Snatcher," a classic of 1945, this meller of uncertain vintage from England should do okay as a "shocker" for the exploitation spots. The brief running time may prove helpful. It is adequate in all departments, although the ending is most abrupt. Cast names mean little here, and are best overlooked. The make-up of the grave robbers and murderers is almost of the comic-strip, exaggerated type, and it is a credit to the actors that they do not become ludicrous. This is based on an original story by the director. This is being dualled with "Horrors Of Spider Island."

Ad Lines: "Grave Robbers! Murderers! Defilers Of The Dead!"; "Bloody Demons Of The Night Sell Bodies Of The Dead For Forbidden Experiments."

Hercules Against The Moon Men

Melodrama
90M.

(Governor Films)
(Italian-made)
(Color)
(Wide screen) (Dubbed in English)

Estimate: Okay entertainment for program.

Cast: Alan Steel. Other credits not available.

Story: Hercules (Alan Steel) is summoned to a country named Samara by its prime minister to free its inhabitants from the rule of a quen who sacrifices her subjects to placate invaders from the moon. The queen learns of his arrival and attempts to kill him, but the minister is slain instead. His daughter rescues Steel and takes him to sympathetic friends, including the queen's sister. A prince betrothed to the queen's sister tells Steel of a plan to overthrow the queen and stop the human sacrifices to the moon god, but he is killed by the queen's men on a mission she contrives. Steel is also captured, but frees himself from treacherous caverns by slaying a monster. After learning that the queen's sister is captive of the moon people, Steel leads an attack on the mountain cavern where they live and destroys them, saving the girl from sacrifice. He and the dead minister's daughter see just rule restored to the kingdom and depart for new adventures together.

X-Ray: The usual ingredients of color, fancy effects works, and musclebound hero bent on rescuing a fair maiden are included in this latest Hercules episode. The younger set may enjoy watching Hercules bend rubber bars and papier-mache monsters, so let us demur from serious criticism as this type of entry enjoys an obvious market in the U.S. Production is generally good, and dubbing much improved over earlier entries of this kind. Okay for the drive-ins, action spots, etc.

Ad Lines: "Earth's Mightiest Titan Battles Moon Monsters"; "See Hercules Crumble The Mountain Of Death."

The Hours Of Love

Drama
89M.

Cinema V
(Filmed abroad)
(CinemaScope)
(English titles)

Estimate: Fairly interesting import for art spots.

Cast: Ugo Tognazzi, Emmanuele Riva, Barbara Steele, Umberto D'Orsi, Mara Berni, Diletta D'Andrea, Brunello Rondi, Renato Speziali, Fabrizio Moroni. Directed by Luciano Salce; produced by Isidoro Broggi and Renato Libassi.

Story: Ugo Tognazzi and Emmanuele Riva have been lovers for several years, with him winding up escorting her home each night. They've enjoyed each other's company so they decide to get married. After the honeymoon, they find that their tastes differ. He likes sports which bore her, and she likes classical music which bores him, etc. Their friends throw darts at their marriage and difference in tastes and ideas, which doesn't help matters. Eventually, they wind up totally bored. She tries getting a job, but it doesn't come off. They finally have a fight, and Tognazzi decides to spend some time away from home trying to decide what's best. He goes to stay with a loudmouth bachelor friend who is always boasting about his many girls. However, there is a sudden scarcity, and Tognazzi doesn't care for his quarters or for the kook that his friend finally does dig up. Tognazzi goes home but finds that this is not exactly the answer either. He and Riva decide to become faithful lovers again and see each other only part of the time.

X-Ray: Anatomy of a marriage might be the term for this import that has a husband and wife in love with each other, yet growing bored. There are other embellishments that are used for window dressing, and the plot holds interest fairly well. Contained herein are good performances and efficient direction and production. Art house audiences might like what they see and be entertained by it.

Ad Lines: "They Were Husband And Wife . . . Yet They Had Their Fun Acting As Lovers"; "Bored With Marriage?. Don't Miss The Solution Found by One Couple."

Life Upside Down

DRAMA
93M.

Landau Company
(French-made)
(English titles)

Estimate: Drama dealing with mental deterioration holds interest.

Cast: Charles Denner, Anna Gaylor, Guy Saint-Jean, Nicole Gueden, Jean Yanne, Yvonne Clech, Robert Bousquet, Francoise Moncey. Written and directed by Alain Jessua.

Story: Young Frenchman Charles Denner is employed in a real estate office, and lives with Anna Gaylor, advertising model. Life goes along at a normal pace until one day he discovers that he can withdraw form the world around him and just go off into solitary meditation, which gives him a feeling of pleasure. He continues to experiment in a variety of places and situations until Gaylor becomes troubled at his lack of attention. At this point, he surprises and delights her by proposing marriage. After the wedding, he disappears from the wedding luncheon given by his employers, for which he is fired the next day. He is delighted to be free of his dreary job for he can take more time to withdraw into his private world. His actions eventually drive Gaylor to a suicide attempt from which she recovers. She decides to leave him. The doctor who attends her becomes interested in Denner, and when visits from his mother or a close friend fail to bring him out of his state, he is sent to an institution where he finds happiness.

X-Ray: The gradual mental deterioration of a seemingly normal Frenchman, who lives and loves in every day fashion until the destruction sets in, is the subject of this import, which could finds a measure of favor with art house attendees. It's well done, enhanced by a natural background detailing parts of Paris and its people. The deterioration is not unpleasant because it's gradual in its envelopment of lead Charles Denner. Interest is well maintained, and direction, acting, and production are good.

Ad Lines: "Ever Want To Just Get Away From Everyone Around You? See How It's Done And The Impact On Others;" "Living Can Be Fun . . . Sometimes."

Love In Four Dimensions

COMEDY-DRAMA
108M

Eldorado Pictures
(Italian-made)
(English titles)

Estimate: Entertaining import compilation.

Cast: "Love and Language" — Carlo Giuffre, Franca Rame, Carlo Bagno; directed by Massimo Mida. "Love and Life"—Sylva Koscina, Gastone Moschin, Franca Polesello; directed by Jacques Romain. "Love and Art" —Philippe Leroy, Elena Martini, Fabrizio Capucci, Alberto Bonucci; directed by Gianni Puccini. "Love and Death"—Michele Mercier, Alberto Lionello; directed by Mino Guerrini.

Story: "Love and Language" — Carlo Giuffre is a handsome and husky young peasant from Sicily who can't make himself understood in Milan. He is befriended by taxi driver Carlo Bagno, who transports him in search of a girl friend who brushes him off. The cab driver takes him home where he is taken ill and cared for by his homely daughter, Franca Rame. She also teaches him Italian, and they fall in love, with each improving in appearance until they are a good-looking couple. When Bagno surprises them making love, they get married, have a child, and Giuffre takes to driving a taxi and taking on as fares other Sicilian peasants. "Love and Life"—Sylva Koscina wishes to be free of her boorish husband whom she knows is unfaithful. She can't prove it. She hires a professional model-call girl to act as a maid and frame her husband, Gastone Moschin. Koscina's lover is also her husband's partner, and once freed, she looks forward to a life with him. The trap is sprung, after which Koscina calls the maid to congratulate her only to have the phone answered by Koscina's lover. "Love and Art"—Philippe Leroy is a screen writer having trouble with his work because his new bride, Elena Martini, makes too many sexual demands on him. Also, he is short on ideas. He hires a female secretary, but Martini gets rid of her. A male typist, Fabrizio Capucci, an aspiring screen writer, is hired, and the script takes shape with many of Capucci's ideas incorporated. It is well accepted by the producer. Leroy even looks the other way when his wife has an affair with Capucci because he needs his ideas and skill on future projects. "Love and Death"—On a visit to his wife's grave, Alberto Lionello, a rich widower, is attracted to a sobbing fellow-mourner, Michele Mercier, who also faints. He takes her home to her apartment where they take to bed in a bond of mutual passion and sorrow. In the morning, a sculptor appears asking to be paid for a figure he is doing for the grave of her husband. Since the estate is tied up, Lionelli lays out the money. Returning home, he can't forget her, and he returns to see her. She is not there. He again goes to the cemetery to find Mercier going through the same routine with another mourner.

X-Ray: Each of the story's segments is interesting and well-done, and as a result, the entry as a whole should prove entertaining to art house audiences with its humour, drama, irony, etc. The acting is good, as are the direction and production. Sex alone is not the attraction, as intriquing stories are also offered. Screenplay writers are Burno Baratti, Mino Guerrini, Massimo Mida, and Gianni Puccini.

Ad Lines: "Love At All Levels Makes For Fascinating Entertainment"; "Love Makes Life Worth Living."

The Railroad Man

DRAMA
105M

Continental
Italian-made
English titles

Estimate: Fine import.

Cast: Pietro Germi, Luisa Della Noce, Sylva Koscina, Saro Urzi, Carlo Giuffre, Renato Speziali, Edoardo Nevola. Produced by Carlo Ponti; directed by Pietro Germi.

Story: Pietro Germi is a competent railroad engineer, who is well liked in his neighborhood while the various members of his family regard him with mixed emotions. His young son, Edoardo Nevola worships him. His grown son, Carlo Giuffre, and grown daughter, Sylva Koscina, think him unreasonable and devoid of understanding. His wife, Luisa Della Noce, loves him and tries to be fair to both him and the children. Koscina is forced to marry Renato Speziali when the latter gets her pregnant. Their marriage begins to fall apart when the child is born dead. Germi's life is further complicated when he kills a man bent on suicide with his train. He takes some wine to steady himself and accidentally goes through a stop signal. He is brought up on charges of being drunk and is demoted to moving railroad yard engines. After a family fight, Giuffre leaves home. When a railroad strike takes place, Germi is angry with the union and agrees to drive the crack express once again. Marked as a scab, he loses his friends. Koscina leaves her husband and fights with Germi, going off to live on her own. Eventually without a job or friends Germi takes more and more to drink and avoiding past associations. He is tracked down by Nevola and told he is wanted at home by his friends and family. Back home, he has a heart attack. After a slow convalescence, he seems strong enough to have a Christmas party with all his neighbors and friends. Giuffre comes home and even Koscina asks permission to come home, which is tearfully granted. After the party, Germi is happy, but his heart has had too much of a strain. He dies.

X-Ray: Family life in Italy as shown here has its ups and downs, its moments of heart warmth and heartbreak, its fun and sadness, its complications and moments of simple joy and understanding. All of this, combined with quality performances, sensitive direction, and fine production values, emerges as a very good import that will open the floodgates of emotion with sensitive viewers. It's one of the few imports from Italy where sex is not the sole commodity on sale. Rather, it is highly entertaining because of naturalness of story and the technique involved in the making. The entry is worthy of prime playing time. Pietro Germi deserves kudos for his extraordinary talent as demonstrated in the lead role in the film, as director, and as one of the screenplay writers.

Ad Lines: "A Stirring Saga of A Family Facing The Realities of Life"; "A Thoroughly Entertaining Drama."

Sleeping Beauty

FANTASY
70M

Childhood Productions
(Color)
(Made abroad)
(Dubbed in English)

Estimate: Okay for kiddie trade.

Credits: Narrated by Paul Tripp; songs by Anne and Milton Delugg; written, directed, and produced by Fritz Genschow.

Story: When a king and queen are married and have a child, a bad fairy is not invited to the christening. She voices a curse to take place when the child reaches her 16th birthday, which puts her into a hundred year sleep. She is awakened by Prince Charming, who rouses her. They plan on getting married after the others in the kingdom are also awakened after the long sleep.

X-Ray: Kiddies will probably like what they see since the story is for the very young, depicting what they have heard and read. Some of the juveniles may think it too tame in these days of space flights, rockets, jets, etc. The acting is pleasant enough, and direction and production are adequate for the purpose of the entry, which is to please the small fry.

Ad Lines: "Sleeping Beauty And Her Story On The Screen In Color"; "The Famous Fairy Tale Brought To Life On the Giant Screen."

ALPHABETICAL GUIDE TO 69 Feature Reviews

This Index covers features reviewed thus far during the 1965-66 season in addition to features of the 1964-65 season, reviewed after the issue of Aug. 18,1965.—Ed.

A

Agony And The Ecstasy, The—140m.—Fox 5326
Apache Gold—91m.—Col. 5321

B

Beach Ball—83m.—Par. 5330
Billie—87m.—UA 5323
Bedford Incident, The—102m.—Col. 5334
Blood and Black Lace—90m.—AA 5333
Breakfast At Tiffany's—115m.—Par.—Re. 5322
Bunny Lake Is Missing—107m.—Col. 5334

C

Caressed—81m.—Fox 5327
Cincinnati Kid, The—113m.—MGM 5335
City of Fear—88m.—AA 5333
Crazy Paradise—95m.—For. 5324
Curse of The Fly, The—86m.—Fox 5322

D

Devils of Darkness—88m.—Fox 5322

F

Face of Fu Manchu, The—96m.—For. 5331
Fiendish Ghouls, The—74m.—For. 5338
Finger On The Trigger—87m.—AA 5333

G

Ghidrah, The Three-Headed Monster—85m.—Cont. 5334
Great Sioux Massacre, The—91m.—Col. 5329
Greed In The Sun—112m.—MGM 5325
Gunmen of The Rio Grande—86m.—AA 5321

H

Hercules Against The Moon Men—90m.—For. 5338
Hill, The—122m.—MGM 5329
Horrors of Spider Island—75m.—Misc. 5337
Hours of Love, The—89m.—For. 5338

K

King and Country—90m—AA-Landau 5329

L

La Boheme—108m.—WB 5337
Life Upside Down—93m.—For. 5339
Little Nuns, The—101m.—Emb 5325
Little Ones, The—66m.—Col. 5325
Living It Up—85m.—Par.—Re. 5322
Love In Four Dimensions—108m.—For. 5339
Loved One, The—116m.—MGM 5336

M

Marriage On The Rocks—109m.—WB 5327
Married Woman, The—94m.—For. 5328
Mickey One—93m.—Col. 5329
Murieta—108m.—WB 5323

N

Nanny, The—93m.—Fox 5336
Nobody Waves Goodbye—80m.—Misc. 5323

O

Once A Thief—107m.—MGM 5321

P

Pardners—88m.—Par.—Re. 5322
Paris Secret, 84m.—For. 5328
Pinocchio In Outer Space—71m.—U 5337

R

Rage To Live, A—101m.—UA 5327
Railroad Man, The—105m.—Cont. 5339
Return From The Ashes—105m.—UA 5337
Repulsion—105m.—For. 5332
Revenge Of The Gladiators—100m.—Para. 5326
Reward, The—92m.—Fox 5326
Rope of Flesh—91m.—Misc. 5331

S

Sabrina—113m.—Par.—Re. 5322
Secret of My Success, The—112m.—MGM 5330
Seven Slaves Against the World—96m.—Par. 5331
Situation Hopeless—But Not Serious—97m.—Par. 5330
Skull, The—83m.—Par. 5322
Sleeping Beauty—70m.—For. 5339
Snow White—74m.—For. 5340
Spaceflight IC-1—65m.—Fox. 5336

T

Taffy And The Jungle Hunter—87m.—AA 5333
That Darn Cat—116m.—BV 5325
Time of Indifference—84m.—Cont. 5335
Treasure of Silver Lake—82m.—Col. 5321

U

Underworld Informers—105m.—Cont. 5335

V

Village of The Giants—80m.—Emb. 5335
Violent And The Damned, The—62m.—For 5328

W

War Lord, The—123m.—U 5331
Who Killed Teddy Bear?—90m.—Misc. 5338
Wlid On The Beach—77m.—Fox 5323
Willy McBean and His Magic Machine—94m.—Misc. 5324

Snow White

FANTASY
74M

Childhood Productions
(Color)
(Made abroad)
(Dubbed in English)

ESTIMATE: Children should appreciate fairy tale.

CREDITS: Narrated by Paul Tripp; songs by Anne and Milton Delugg; produced by Schonger Films.

STORY: When Snow White threatens the evil queen's standing as the most beautiful female in the kingdom, the queen orders the young girl killed. The hunter leaves her in the forest instead, where she takes shelter in the home of the seven dwarfs, who ask her to remain with them always. The evil queen tries several times to kill her, but she recovers each time. Finally, a poisoned apple seems to do the trick. Prince Charming, who has been searching for her, finds her and revives her. They plan on marriage while lightning takes care of the evil queen.

X-RAY: Once again, the kiddies are treated to a version of the Snow White fairy tale, and most will welcome this filmization of the time tested yarn. The acting, direction, and production are passable, with interest for the very young well enough maintained. If the modern-day youngster is of a mind for a fairy tale, then this could do well.

AD LINES: "The Fabulous Story of Snow White And The Seven Dwarfs"; "The Best-Loved Fairy Tale of All Time."

IT'S THIS EASY: fill in data below . . . attach cash, check or money order in the desired amount . . . and send this stub to—
MOTION PICTURE EXHIBITOR, 317 N. Broad Street, Philadelphia 7, Pa.

Please check √	
ONE YEAR 50 Issues	$2.00
TWO YEARS 100 Issues	$3.50
THREE YEARS 150 Issues	$5.00
Foreign—$5.00 per yr.	

Theatre or Firm ____________
Mailing Address ____________
____
City ____________ State ____________
If copies are to be addressed to an individual, please state:
Individual's Name ____________ Title ____________

Opinion Maker of the Motion Picture Industry!

U.S. MAIL

There is no other service as complete, as accurate, or as accessible as the REVIEWS at which you are looking

●

TO HAVE IT SERVE YOU REGULARLY, BECOME A REGULAR SUBSCRIBER TO

MOTION PICTURE EXHIBITOR

CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum words. No cuts or borders. 4 consecutive insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (See "A-Man" CORNER on this page for Help and Situations Wanted advertising.)

BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO $3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

NO FILM RENTAL if Midnight Show fails to fill your theatre to ½ capacity. BOX 287, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

EQUIPMENT WANTED

TOP PRICES PAID for soundheads, lamphouses, rectifiers, projectors, lenses and portable projectors. What have you—STAR CINEMA SUPPLY. 621 West 55th St., New York 10019.

NEW EQUIPMENT

INDESTRUCTIBLE MASONITE MARQUEE LETTERS, interchangeable all makes. 4"-50c, 6"-65c, 8"-75c, 10"-90c, 12"-$1.05, 16"-$1.75, 17"-$2.00, 24"-$3.00. Non-sliding spring 10c additional. 10% discount 100 letters assorted or over $60.00 list. Free sample! S.O.S., 387 Park Ave., South, New York 10016.

50% BRIGHTER PICTURES WITH NEW SCREENS—Mattewhite, only 57¢ square foot; Mattewhite Lenticular or Pearglo, 89¢ square foot. SAMPLES FREE! S.O.S., 387 Park Avenue, South, New York 10016.

SPEAKER CONES

DRIVE-IN SPEAKERS RECONED 90¢ EACH. All weather resistant material. Write for free sample. C & M RECONE COMPANY, 11 Witherspoon Street, Princeton, New Jersey.

SERVICES

STYMIED? Need new ideas? Logjammed? Try a fresh viewpoint — try us. For presentations, audiovisuals, cine. What's your problem? Consultation service. S. A. KALLIS, JR., 2611 LaGrande SW, Huntsville, Ala. 35801.

THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY, INC., 100 Taylor Street, Nashville 8, Tennessee.

SPECIALISTS IN REBUILDING CHAIRS. Best workmanship, reasonable prices. Have men, will travel. Rebuilt theatre chairs for sale. NEVA BURN PRODUCTS CORP., 262 South St., N. Y. C.

WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

For the best in Theatre Forms and Systems

MOTION PICTURE EXHIBITOR BOOK SHOP

The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you* are looking for a job . . . or IF you* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in theree consecutive issues and then dropped. If success does not crown an original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

***A (WO) MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.**

EXPERIENCED THEATRE MANAGER wishes to relocate in or around Detroit, Mich. area. 3 years managerial experience. Married, service completed. 4½ years theatre exprince. 29 years old. **BOX A1020, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

PROMOTION MAN-MANAGER, conventional house man with 18 years experience in A-1 theatres, both metropolitan and neighborhood. Married, sober, 43 years old. Would like to relocate. **BOX B1020, c/o M. P. EXHBITOR, 317 N. Broad St., Phila., Pa. 19107.**

PROJECTIONIST, licensed N. Y. C., Connecticut, 20 years experience. Know my booth, theatre business from A-Z. Strong ideas. With the right party only. Married, live in N. Y. C. **BOX C1020, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

VIRGINIA CHAIN needs theatre manager, conventional or drive-in. Send full information and phone number to **BOX D1020, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

PROJECTIONIST WANTED: Must be capable of handling all field problems. Send complete resume, stating past experience and salary expected. **ISLANDER DRIVE-IN THEATRE**, Key West, Florida. (1020)

POSITION WANTED: Manager, Philadelphia or Boston area. 12 years experience, 28 years old, single. Good references. **BOX A1013, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

DOES YOUR MANAGER just set? Feed off the fat of the Box Office? Want a change? Mature, versatile manager seeks drive-in, southern California. **BOX B1013, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

POSITION DESIRED as manager or assistant in New York State. Service completed, married, early thirties, will relocate. 15 years in theatre business. **BOX A106, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

MANAGER, must be married, experienced. Small Pennsylvania town, first run. Must relocate in town, apartment goes with job. Prefer someone from Eastern Pennsylvania, New Jersey or Delaware. Apply by letter to **BOX B106, c/o M.P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

WANTED: Young man interested advertising career with circuit, office Washington, D.C. vicinity. Good background newspaper layout & placement, radio-TV time purchasing, exploitation & campaign negotiation with film companies. Send resume, recent photo, salary requirements. **BOX C106, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

Address all Correspondence to— ***The A—MAN Corner*** **Motion Picture Exhibitor**
317 N. Broad St., Phila., Pa. 19107

HANDY SUBSCRIPTION BLANK

Yes, start sending

MOTION PICTURE EXHIBITOR

plus

Showmen's Trade Review

TO:

Name ....

Title ....

Address ....

....

....

....

★

☐ Enclosed

☐ $2.00 for one year

☐ $3.50 for two years

☐ $5.00 for three years

(Outside Western Hemisphere)

☐ $5.00 one year

☐ $8.00 two years

☐ $11.00 three years

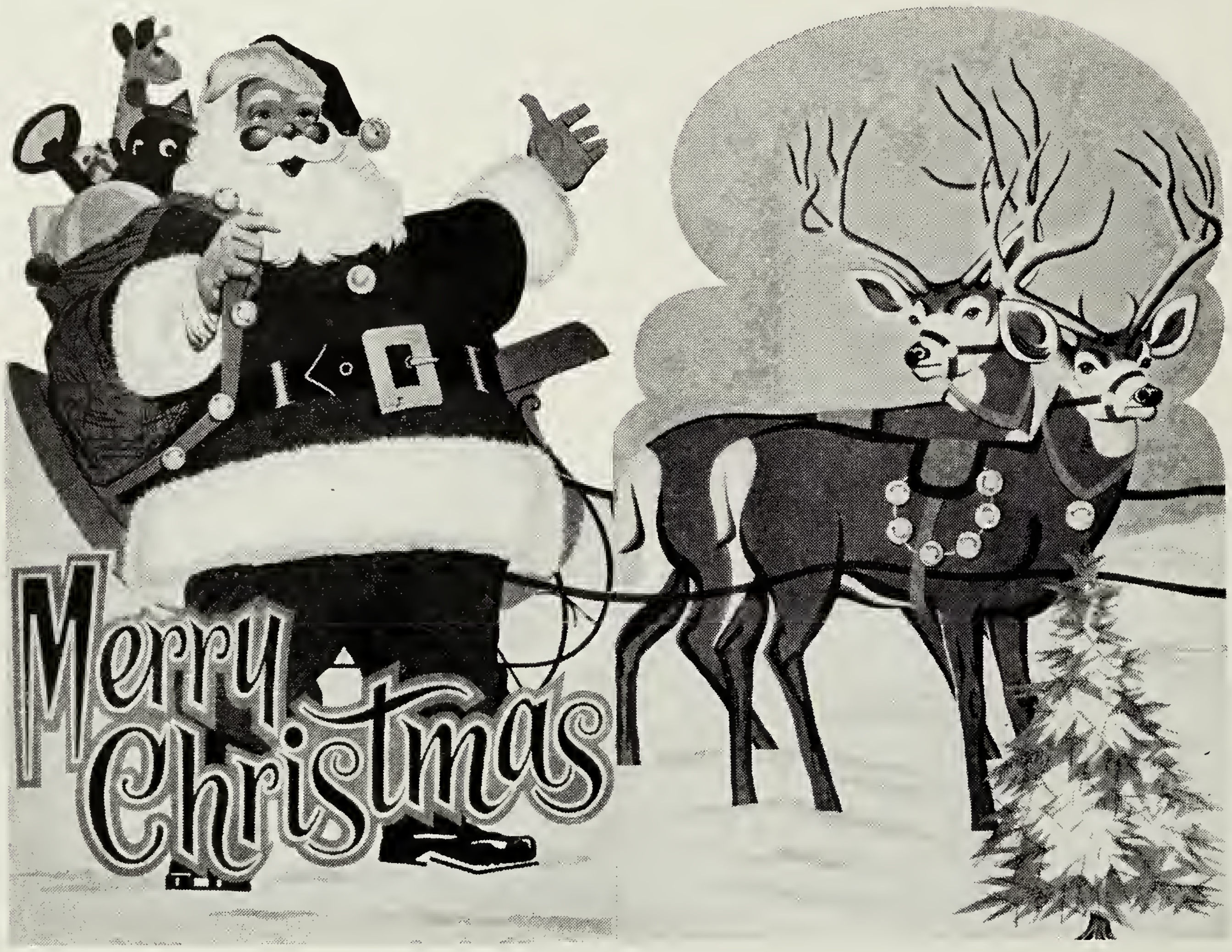
CLIP and MAIL TODAY TO

317 N. Broad St., Phila., Pa. 19107

has developed NEW, EXCITING HOLIDAY MATERIAL for your Theatre!

HERE HE IS!...
The *NEW* and *DIFFERENT*

5-foot SANTA CLAUS and ALL HIS REINDEER



9 Exciting Colors 9

This FANTASTIC ... E-X-P-A-N-D-A-B-L-E Series of Displays extends SEASON'S GREETINGS in a Traditional ... Warm ... Striking Manner! Cutout ... Heavily Mounted ... 40x60's ... in Series! You can buy SANTA alone ... *OR* his REINDEERS in pairs ... OR SANTA and his COMPLETE SET of REINDEERS (depending on space available).

Use them in the LOBBY ... from the Floor to the Ceiling ... and on the MARQUEE (as shown — above). They're especially treated for Outside Use ... and your Handy-man can erect them in *minutes* with one-by-two backing. They're *GREAT* for Drive-Ins, too!

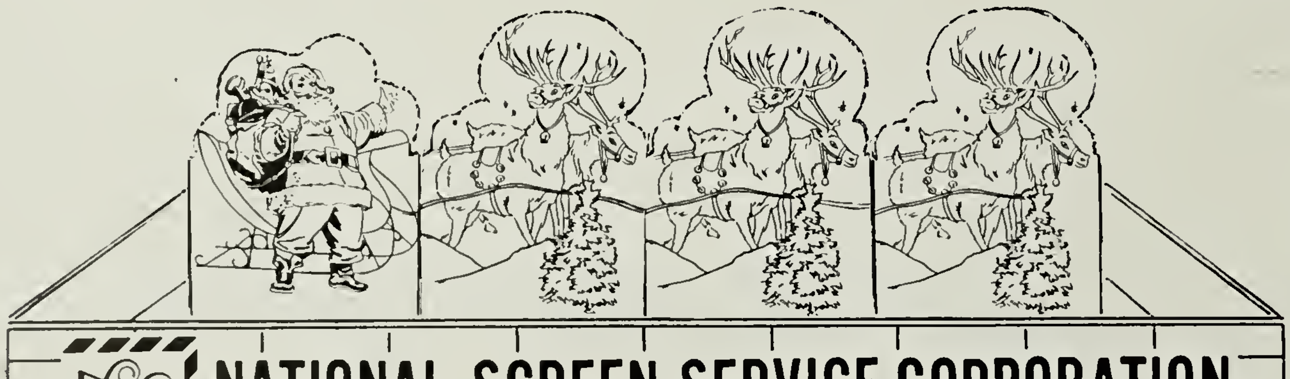
Show-wise Exhibitors can illuminate the Antlers of the Reindeers with miniature Christmas Blinking Lights! Pack them up and use them from YEAR to YEAR!

INDOOR

HS-65	SANTA CUT OUT (40x60) @	$4.75 ea.
HSR-65	REINDEERS in Pairs (40x60) @	4.75 ea.
HSR1-65	COMPLETE SET (Santa and 1 Set Reindeers) @	9.00
HSR2-65	COMPLETE SET (Santa and 2 Sets Reindeers) @	13.25

OUTDOOR

HOS-65	SANTA CUT OUT (40x60) @	$6.75 ea.
HOSR-65	REINDEERS in Pairs (40x60) @	6.75 ea.
HOSR1-65	COMPLETE SET (Santa and 1 Set Reindeers) @	13.00
HOSR2-65	COMPLETE SET (Santa and 2 Sets Reindeers) @	19.25



NATIONAL SCREEN SERVICE CORPORATION

Number ONE in a series of FOUR

This Holiday Season NSS has added many NEW... EXCITING ... COLORFUL Material!

Our Own CREATIVE DEPARTMENT has worked diligently during the summer months ... to bring you these 'Modern' Displays — HOLIDAY PLASTICALS ... STANDEES that are e-x-p-a-n-d-a-b-l-e, for outside and inside use; NEW Holiday 40x60's and 30x40 ... and the most Unique, full-color SEASON'S GREETINGS Trailer ever produced ... as well as ALL-NEW Holiday Trailers for every purpose.

Get your National Screen brochure of HOLIDAY PROMOTIONAL MATERIAL from your Local Branch today—(if you haven't already received it by mail).

MOTION PICTURE EXHIBITOR

OCTOBER 27, 1965
Volume 74 Number 13
IN TWO SECTIONS • THIS IS SECTION ONE

Para. Truce Set Until Dec. 6 Trial

(See Page 5

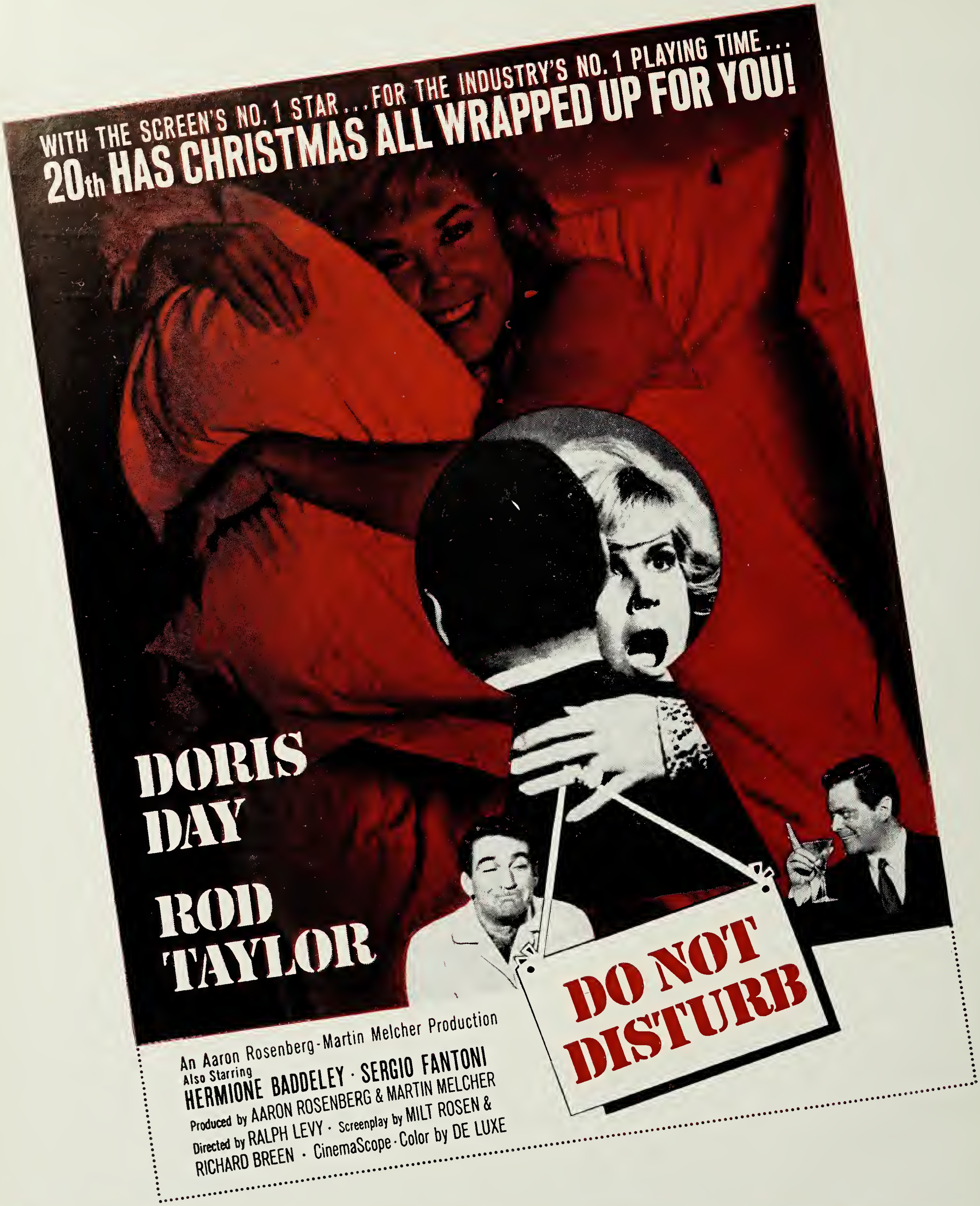
Exhib, Columnist Debate "Art" Role

(See Page 7

Here is John Broumas, exhibitor-on-the-rise and chie barker of Variety club of Washington, D.C., who displayed rare skill as toastmaster while the nation's capital welcomed James Carreras, Variety Internationa chief barker. Story on page 6.

WHO WILL HEAR THIS CRY FOR HELP? . . .

see editorial—page 3


WITH THE SCREEN'S NO. 1 STAR...FOR THE INDUSTRY'S NO. 1 PLAYING TIME...
20th HAS CHRISTMAS ALL WRAPPED UP FOR YOU!
DORIS DAY
ROD TAYLOR
DO NOT DISTURB

An Aaron Rosenberg-Martin Melcher Production
Also Starring
HERMIONE BADDELEY · SERGIO FANTONI
Produced by AARON ROSENBERG & MARTIN MELCHER
Directed by RALPH LEVY · Screenplay by MILT ROSEN & RICHARD BREEN · CinemaScope · Color by DE LUXE

AND IT'S THE ONLY CHRISTMAS PICTURE WITH POWERFUL, BUILT-IN, NATIONWIDE PROMOTION: 20th's GREAT INTERNATIONAL DORIS-FOR-A-DAY LOOK ALIKE CONTEST!

– 8 weeks of continuous promotion co-sponsored by leading newspapers and TV stations across the land!
– Designed so that any theatre can participate in an easy to follow, step-by-step campaign!
– PLUS a "surprise" exhibitor sweepstake!
– WRITE, WIRE OR PHONE YOUR 20th BRANCH OR REGIONAL AD-PUB MAN TODAY FOR COMPLETE DETAILS!

The Trade Paper Read by Choice—Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019, West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.: Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecoff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: $2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, $5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WAlnut 2-1860.

MEMBER AUDIT BUREAU OF CIRCULATIONS

MOTION PICTURE EXHIBITOR Plus SHOWMEN'S TRADE REVIEW

Volume 74 • No. 13 October 27, 1965 Our 47th Year

WHO WILL HEAR THIS CRY FOR HELP?

When we proposed in our Oct. 13 issue that the motion picture industry observe an annual "BE KIND TO CUSTOMERS WEEK," we were kidding on the square. From the reaction to this editorial as evidenced by mail and telephone, we must have come pretty close to hitting an industry nerve.

It is no longer news to anyone that motion picture exhibitors, particularly those independent operators in low-grossing situations, simply can't cope with many of the trade practices inherent in the selling of film today.

We happen to believe that these small exhibitors have contributed a great deal more to the motion picture industry than they have taken out of it. Movies are the great entertainment media of the general public because these gentlemen in small towns and big cities all over the country have brought them before the general public all these years. We can't agree that their days of usefulness have ended and that they should now be relegated to the industry scrap-heap. Yet this is the attitude that seems to be prevalent throughout much of the industry today.

They deserve a far better fate. From where we sit observing this fascinating, frustrating, often crazy business, the urgent cry for help from small independent theatre operators is neither unreasonable nor unjustified. They do need help, and it is the kind of help that the sellers of motion pictures are well able to provide.

Distribution must come to realize that every theatre is not to be treated the same. There are some theatres that simply can not buy film on percentage terms. However, these same theatres can still contribute a great deal in terms of good will and public relations to the motion picture industry. These exhibitors don't want to buy film for nothing. They do want to buy film at terms that will enable them to survive. Many of these are theatres that have no voice. They are not represented in the decision-making councils of the industry. Yet they must not be forgotten by those who do have the power to make the rules and to enforce them.

We received the following letter from a small New England exhibitor. His voice should be heard. Here are his views:

"Your editorial in Oct. 13 issue (BE KIND TO CUSTOMERS WEEK) is a most welcome breath of fresh air in this heartbreaking business of being a small exhibitor. Even though we do not bid for pictures, we find the terms of pictures, which have no review, unprofitable and unreasonable.

"The take-it-or-leave-it attitude is so pronounced with the sales force that the discouragement becomes overwhelming. Also, you are sure to get a discourteous reply when you differ with their terms.

"They know you have no alternative. In desperation, you accept their terms, hoping against hope that you won't lose too much.

"This could be a wonderful industry if only each man could recognize that we must be fair to one another.

"May we be favored with a copy of your sliding scale mentioned in your editorial?"

Naturally, we sent along our Sliding Scale booklet with the hope that it will help our exhibitor friend to buy film fairly. He really isn't asking for too much, is he? He wants to survive and he wants fair treatment. It seems to us that every human being owes at least that much to every other human being.

And the motion picture industry is no exception.

WANNA BUY A THEATRE?

We all know there is a vast difference between what we think of as the spirit of the law and the letter of the law. Some individuals or groups or businesses have the knack of using the latter to avoid observing the former.

All this leads up to a discussion of a rather humorous situation that came to light recently. An excellent film, received relatively well at the boxoffice during first-run roadshow engagements, recently was made available for bidding in subsequent run theatres.

The bid letters sent out to all subsequent run theatres chosen by the distributor stated that a minimum guarantee of $25,000 was necessary, combined with stiff percentage terms. Of course, this effectively eliminated all but a very few of the theatres receiving the bid letter from competition for the film.

One unbelieving exhibitor, after reading his formal invitation to enter the bidding, was heard to remark, *"I'll sell them my theatre for a lot less than $25,000."*

Here is a situation, of course, in which the distributor can piously point out that all theatres were given an equal chance to play the picture, even though only the chosen few could even consider the terms.

Certainly the distributor has the right to get as much as he can for his property, but there is an element of rather mad humor in the way this is sometimes arranged. Perhaps our bemused exhibitor should send out bid letters on his theatre to all distributors. Do you suppose there would be any offers to buy? We kind of doubt it.

IF YOUR ADDRESS CHANGES . . . .

Please give us two weeks advance notice and include both old and new address. If possible, return the address label from your copy of the magazine. Otherwise, service will be interrupted since the post office will not forward magazines from your old address without postage being PAID IN ADVANCE by you. MOTION PICTURE EXHIBITOR, Circulation Department, 317 N. Broad St., Phila., Pa. 19107

NEWS CAPSULES

FILM FAMILY ALBUM

Gold Bands

Actress **Sandy Dennis** and musician **Gerry Mulligan** revealed that they have been married since June. The ceremony was performed in Connecticut.

Arrivals

Mr. and Mrs. Lawrence Turman became the parents of a son, weighing five pounds, 12 ounces, at Cedars of Lebanon Hospital, Hollywood. Father is the 20th Century-Fox producer. It is their third son.

Deborah Jane was born to **Barbara and Gerald Thomas** at Beaconsfield, England. Father is director of the famous "Carry On" comedies.

Obituaries

Fred Green, 78, head, Scotland's George Green Circuit, which has some of the largest theatres in the United Kingdom, died in Glasgow, Scotland. Surviving are his widow and brother, **Herbert**, who helped build the powerful circuit.

Leonard "Lew" Brotman, 58, long-time manager, Park, Everett, died at Whidden Memorial Hospital, Everett, Mass. He was active in the 'Jimmy Fund.' Surviving are his wife, a daughter, a son, five grandchildren, and two brothers.

Md. Censors Reversed

ANNAPOLIS, MD.—The Maryland State Court of Appeals reversed a ruling of the Board of Motion Picture Censors and held that the film, "Lorna," can be shown in Maryland.

The film was termed "tiresome, boring, cheap, often vulgar, and sometimes revolting but not obscene.

The decision, which was six to one in the vote of the seven judges, marked the second time in as many cases under the revised censorship law that the board has been reversed.

Varbalow Circuit Sold

PHILADELPHIA—It was learned that in a reported $2,000,000 deal, David E. Milgram, head, Milgram Theatres, will take over the Varbalow Circuit of eight theatres in Camden, N. J., and elsewhere in New Jersey, on Jan. 1.

Long time Varbalow general manager Roc Palize is said to be getting one theatre, the Ritz, Oaklyn, N. J., in appreciation of his long and valuable service to the company.

The deal was consummated by Mrs. Henrietta Kravitz, representing the Varbalow estate as daughter of the circuit's founder.

D. C. Censor Bill Dies

WASHINGTON, D. C.—The House Select Committee on Education held a closed-door meeting on a bill creating a "commission on noxious and obscene matters and materials," but took no action on the proposed censorship bill. This means that the bill has died in committee until next year.

FORMS FOR THIS PAGE CLOSED
AT 5 P.M. ON MON., OCT. 25

Dallas Censor Victory Heartens Nation's Exhibs

DALLAS—The motion picture industry won a major censorship battle when Federal Judge Sarah T. Hughes entered a permanent injunction enjoining the City of Dallas from enforcing the movie classification ordinance passed in April. Four sections of the ordinance were declared unconstitutional, and the remaining sections were so inter-dependent as to make the ordinance unenforceable.

The victory is a climax to the long campaign waged by the Dallas Citizens Committee for Decent Movies and ensuing legal battle that began the early part of the year when the Dallas City Council set a public hearing on the proposed ordinance. This precipitated several meetings between exhibitors and members of the City Council and ultimately developed into a heated battle in the Council chambers in February between proponents and opponents of movie censorship.

The lengthy ordinance, which was prepared by a citizens committee hand-picked by the City Council, contained 14 sections, and the four sections declared unconstitutional by Judge Hughes dealt with judicial review, injunctions, seizure of film, and licenses.

Most important of these was the judicial review section which specified procedure by which the proposed classification system would operate. Here the judge ruled that Texas law did not provide adequate safeguards to comply with the judgment of the U. S. Supreme Court which recently shifted the burden of proof from the exhibitor to the censor who must initiate court action expeditiously to obtain a final decision within a prescribed period.

The section covering injunctions would have allowed the classification board rights to apply for injunctive action to stop exhibition of a film on the basis that the theatre constituted a public nuisance. A theatre not complying with provisions of the ordinance would be considered a public nuisance.

The section dealing with seizure of film and equipment would have permitted city police the right to confiscate film and theatre equipment when a theatre had been declared a public nuisance.

Finally, the last section to fall constitutionally directed the exhibitor to comply with the ordinance or be refused a license to operate his theatre within the city limits.

The final court action marked the end of an important battle by exhibitors in Dallas. It was apparent from rumblings not only in Texas cities but around the nation that similar regulatory measures would have imitated the Dallas ordinance if it had not been defeated.

Exhibitors leading the fight were John Q. Adams, executive vice-president, Interstate Circuit, Inc., and John H. Rowley, president, Rowley United Theatres, who appeared in opposition to the proposed ordinance at a public hearing before the City Council and as key witnesses at the trial. Other important testimony at the trial was given by Paul Short, divisional manager, National Screen Service; Tom Bridge, division representative, Paramount Pictures; and Kyle Rorex, executive director, Texas COMPO.

"A PATCH OF BLUE"

We wouldn't dream of jumping a review date, but we want to share a rare motion picture experience with our readers. Recently, we were privileged to see MGM's Pandro Berman production, "A PATCH OF BLUE," directed by Guy Green.

We don't want to divulge the plot, but here is a film that could easily have gone over the deep end in many respects. The subject matter is delicate, and the treatment could easily have made it just another soap opera.

Instead, it has been handled with such exquisite taste that it becomes a motion picture experience to be cherished. Sidney Poitier and newcomer Elizabeth Hartman star, and they are flawless. Shelley Winters and Wallace Ford are stalwart in support.

We could rave on and on, but we'll save that for the official review. For now, we'll just say we left the theatre with joy in our heart and pride in our industry. Leo the Lion has something fine to roar about.

JAY EMANUEL

BROADWAY GROSSES

Hard Tickets Top Holdovers

NEW YORK—The hard ticket attractions were best in the Broadway first runs, which had mainly holdover attractions. According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

"THE GREAT RACE" (Warners). Radio City Music Hall, with usual stage show, claimed $88,000 for Thursday through Sunday, with the sixth week bound to top $120,000.

"THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES" (20th-Fox). DeMille reported $20,000 for the 19th week.

"THE SOUND OF MUSIC" (20th-Fox). Rivoli did $43,000 on the 34th week.

"MARRIAGE ON THE ROCKS" (Warners). Loew's Capitol had $18,000 for the fifth week.

"THE AGONY AND THE ECSTASY" (20th-Fox). Loew's State on hard ticket policy did $53,000 on the third week.

"A RAGE TO LIVE" (UA). Astor reported $15,000 for the opening session.

"BUNNY LAKE IS MISSING" (Columbia). Victoria had $13,000 for the third and final week.

"THE GREATEST STORY EVER TOLD" (UA). Warner Cinehama claimed $13,385 for the 36th week.

"MY FAIR LADY" (Warners). Criterion, with road show policy, reported $37,456 for the 53rd week.

Paramount, Dissidents Okay Truce

"Lady" One Year Old; Tops $46,000,000 Gross

NEW YORK—"My Fair Lady," Warner Bros. motion picture which celebrated the first anniversary of its world premiere last week, has grossed more than $46,000,000 in theatres in this country and abroad, it is announced by Jack L. Warner, president of Warner Bros. Pictures, and producer of the Academy Award-winning hit.

The film, well on its way toward becoming the most successful motion picture of all time, opened at the Criterion, New York, on Oct. 21, 1964. It is still being presented there, as elsewhere, on a reserved-seat basis, with 10 performances weekly and extra showings during holiday weeks.

The $46,000,000 figure comprises more than $30,000,000 in the United States and Canada and more than $16,000,000 in other countries.

In the United States and Canada, "My Fair Lady" has played 103 reserved-seat "roadshow" engagements to date. Of these, seven have grossed more than $1,000,000 each. The highest mark has been set by the world premiere engagement at the Criterion, where the gross is more than $2,850,000. The Palace, Chicago, where "My Fair Lady" opened on Oct. 23, 1964, has grossed more than $1,850,000. The Egyptian, Hollywood, site of the west coast premiere on Oct. 28 last year, has grossed more than $1,700,000. The other million-dollar theatres are the Coronet, San Francisco; Stanley, Philadelphia; University, Toronto; and United Artists, Detroit.

Twenty United States and Canadian theatres, including the seven in the million-dollar class, have presented "My Fair Lady" for 45 weeks or more. In addition to the seven, they are the Saxon, Boston; Colony, Cleveland; Denham, Denver; Lincoln, Miami; Academy, Minneapolis; Saenger, New Orleans; Cooper, Omaha; Paramount, Portland, Ore.; Music Box, Seattle; Warner, Washington, D.C.; Alouette, Montreal; and Stanley, Vancouver.

A much larger audience than has seen "My Fair Lady" in its reserved seat engagements will begin to be reached during the Christmas holiday season, when the film will open special engagements under a non-reserved-seat policy at 200 selected theatres throughout the United States and Canada.

Highest-grossing foreign territories include England, with more than $3,500,000; France, with more than $1,500,000; Germany, with more than $2,500,000; Australia, with more than $1,250,000; South Africa, with more than $1,200,000; and Japan, with more than $3,250,000.

Carolina Honors Mrs. Price

CHARLOTTE, N.C.—The Theatre Owners of North and South Carolina, Inc., board of directors passed a resolution in appreciation of the 11 years of service performed by Mrs. Lucille Price in her position as executive secretary of the organization.

She resigned July 1 after this period of dedicated service. Mrs. Lila McClelland is the new executive secretary.

The award winners at the recent Allied States Association of Motion Picture Exhibitors' Pittsburgh convention are shown above. They are Ann-Margret, cited as "Star of the Year"; James Stewart, distinguished actor; Rosemary Forsyth, "New Star of 1965"; and, back row, James Carreras, chief barker, Variety Clubs International, who received the showmanship award; Elizabeth Hartman, "Star of the Future"; Robert H. O'Brien, president, MGM, "Man of the Year"; and Martin Ranoshoff, "Producer of the Year."

TOA Finalizes Agenda For Big L.A. Convention

LOS ANGELES—Two experts in their respective fields have been added to the legal symposium to be conducted by Stuart H. Aarons, chairman of TOA's legal advisory council, at the Oct. 30 morning session of the TOA convention in Los Angeles.

Harold A. Lipton, general counsel of National General Corp., whose company is actively engaged in a theatre expansion program, will give highlights from acquisition proceedings under the exhibitor consent judgments.

Philip F. Harling, executive assistant to the president of Stanley Warner Corp., and himself a lawyer, will discuss the pending application of RKO General before the Federal Communications Commission to make permanent the temporary license granted to the Hartford pay tv experiment.

Others on the programs will be Harry B. Swerdlow, attorney; Barbara Scott, authority on censorship, and Maurice Silverman, Department of Justice.

It was also reported that MGM producer Arthur Freed, president, Academy of Motion Picture Arts and Sciences, will be presented with an award at the opening day sessions of the convention on Oct. 28.

Sherrill C. Corwin, general chairman of the TOA convention, said the award is for Freed's "service to the Academy and honoring the Academy's cooperation with exhibitors all over the world."

Firestone To Landau-Unger

NEW YORK—The fast-growing Landau/Unger Company has added new potency to its television arm with the appointment of Len Firestone, tv sales executive, as vice-president in charge of its television syndication division.

Judge Prods Both Sides Into Okaying Status Quo; New Ground Rules Set Until Dec. 6 Trial Start

NEW YORK—Following a conference with Federal Judge Edmund L. Palmieri, counsel for Paramount Pictures Corporation and two dissident directors, Herbert J. Siegel and Ernest H. Martin, agreed under the court's prodding to a temporary truce in their long-standing dispute until the company's antitrust action against the directors goes to court Dec. 6.

The temporary truce provides that the two dissident directors won't attend any board meetings during the interim period. Also, they will temporarily suspend a state court action in which they seek to force the Paramount management to give them access to information on past Paramount film and television transactions.

The agreement allows Paramount management to sign up producers for new pictures and hire the creative talent to perform in them. The company can also produce new television shows. It has a free hand to continue licensing old feature films to television, among other distribution activities.

However, the film company's board will not approve any non-movie, non-tv transaction of more than $100,000 without first informing the dissident directors.

Further, the nine pro-management directors will not issue any stock, will not recapitalize the stock, and will not change the size of the 11-member board without first notifying Siegel and Martin.

In the forthcoming trial, each side will be entitled to take 10 disposition statements from the other side to support its legal position. Further, both sides are free to buy more Paramount stock if they want to.

The agreement is in lieu of the preliminary injunction requested by Paramount to bar to dissidents from acting as directors and from soliciting proxies.

The antitrust case could well determine the eventual control of Paramount.

King Bros. To Diversify

HOLLYWOOD—King Bros. Productions, Inc., a motion picture production company, has called a special meeting of shareholders to be held on Oct. 29. The announcement was made by Frank King, chairman of the board, who added that the shareholders will be asked to consider changing the name of the corporation to King Bros. Industries, Inc.; increasing the board of directors to allow seven directors instead of five; approve adoption of an employees' stock option plan; and approve the purchase of Consolidated Missile, Co., Inc., for approximately $1,000,000.

Following the recent acquisition of approximately 60 per cent of the outstanding common shares of King by Merion Industries, Inc., the corporation now plans a diversified expansion program. A wholly owned subsidiary will be formed bearing the old name, King Bros. Productions, Inc., to maintain the corporation's activities in the motion picture industry.

Full Red Carpet Treatment In D.C. For Variety World Chief Carreras

WASHINGTON—A two day smash appearance here for Jim Carreras, chief barker for Variety Clubs International, was climaxed with a testimonial dinner attended by 400 persons at the Statler Hilton.

Chief barker John Broumas, Variety Club Tent 11, Washington, presented Carreras with a beautiful plaque "for extraordinary service to Variety International in sparking the enormously successful Sunshine Coach program."

Earlier, chief barker Carreras had presided at ceremonies at the District Building where United Artists' Arnold Picker presented the keys to Washington's first Sunshine Coach to Mrs. Hubert Humphrey, wife of the Vice-President. Mrs. Humphrey in turn turned over the $8500 vehicle donated by UA to the DC Public Health Service.

The star-studded dinner honoring Carreras was attended by world famous hostess Perle Mesta; the Dean of the Diplomatic Corps His Excellency Sevilla-Sacassa, Ambassador from Nicaragua; Mike Manatos, Assistant to President Johnson; Julius Cahn, special assistant to the Vice-President Mr. Humphrey; Harry Mandel, president, RKO Theaters; Jay Emanuel, publisher, MOTION PICTURE EXHIBITOR; Charles Alicoate, publisher, Film Daily; Jack Armstrong, president, Allied Theatres Association; A. Julian Brylawski, vice-president, Theatre Owners of America; Ed Finneran, Pepsi Cola Company; Harvey Westfal, Coca Cola Company; James Velde, vice-president, United Artists; Jack Beresin, president, Berlo Vending; Nat Nathanson, vice-president, Allied Artists Corporation; Ezra Stern, president, Wilshire Bar Association, California, and a past international officer; and Ralph Pries, vice-president, Berlo Vending, and first assistant chief barker, Variety International, who heads the worldwide Sunshine Coach program.

Nathan Golden, international representative for Variety Clubs International, handled all arrangements for the Tent 11 two day Carreras stay.

Broumas stated as his personal philosophy while serving as a highly skilled toastmaster for the Carreras tribute, "I don't have any enemies because everyone is my friend—and the only friends I do not have are the ones I haven't met."

Broumas, referred to without exaggeration as the "most expanding theatre operator in the country today," introduced Carreras by stating, "He who serves humanity serves God."

Castle Moves To Para.

HOLLYWOOD—Producer-director William Castle, known as "The Master of Shock," has been signed to an exclusive multi-picture contract by Paramount Pictures Corporation and will make his headquarters at the company's Hollywood studios shortly after the first of the year.

Recognized by the entertainment world for his many talents in every phase of showmanship, Castle has gained wide attention for his remarkable ability to create unique and novel ways to exploit his productions. In the past 10 years, he has traveled around the world nine times making personal appearances in conjunction with his films.

John Broumas, left, chief barker, Tent 11, Variety Club of Washington, D.C., recently presented James Carreras, chief barker, Variety Clubs International, with a plaque for extraordinary service to VCI in sparking the Sunshine Coach program. Nate Golden, chairman for the two day appearance of Carreras in Washington, is on the right.

Pioneer Raffle Tickets Highlight Annual Drive

NEW YORK—Morris E. Lefko, MGM vice-president and general sales manager and dinner chairman of the 27th anniversary dinner of the Motion Picture Pioneers, announced that tickets for the Pioneer's annual raffle are now on sale.

The winners of the raffle will be drawn at the dinner honoring MGM President Robert H. O'Brien as "Pioneer of the Year" on Monday, Nov. 22, at the Hotel Americana here. Scores of motion picture executives and personalities from film centers throughout the world will be in attendance at the gala affair as a tribute to O'Brien.

Although the winning numbers will be drawn at the dinner, the raffle is open to the public, and winners do not have to be present to qualify. The lineup of prizes, said to be the most impressive ever by the organization, will be as follows: A 1966 Imperial convertible by Chrysler Corporation; a roundtrip for two of Honolulu via United Air Lines DC-8 Jet Mainliner, featuring its first-class Red Carpet Service, plus a seven-day all-expense stay at the Hilton Hawaiian Village; a complete K.L.H. Hi-Fi Stereo; Kodak's new Super 8 Instamatic M4 Movie Camera and Instamatic M60 Movie Projector; and a 1966 color tv by RCA.

Levine To Boast "Telemark"

NEW YORK—Jerry K. Levine has been appointed campaign project coordinator for Anthony Mann's "The Heroes of Telemark," it has been announced by Robert S. Ferguson, Columbia vice-president in charge of advertising and publicity. Levine will coordinate all advertising, publicity and merchandising activities for the Columbia release.

Prior to accepting "The Heroes of Telemark" post, which goes into effect immediately, Levine held similar posts with Columbia for "Lord Jim" and "Ship of Fools."

NGC's Production Arm Completes Deal With Rank

NEW YORK—In an international production development, Carthay Center Productions, Inc., packaging and production arm of National General Corporation, and the J. Arthur Rank Organization have concluded the first of several proposed co-production ventures, it was announced by Irving H. Levin, executive vice-president of NGC and Carthay head, and Fred L. Thomas, managing director, distribution division of the Rank Organization.

Carthay and Rank have signed a contract to co-produce "The Berlin Memorandum," based on the best-selling novel, "The Quiller Memorandum" by Adam Hall, pseudonym for noted author Elliston Trevor. Film will be made under the Eady Plan.

Under the terms of the deal, Carthay and Rank are world-wide partners on the film, with Carthay Center Productions, Inc., controlling the distribution in the western hemisphere and Japan, and Rank, which owns approximately 500 theatres, distributing in the eastern hemisphere.

According to Levin and Thomas, "The Berlin Memorandum" will be shot on location in England and West Berlin and is budgeted in excess of $2.5 million.

"The Quiller Memorandum" is the sixth production deal concluded by Carthay Center Productions, Inc., during the past 18 months.

Carthay has a three-picture deal with Bud Yorkin's and Norman Lear's Tandem Productions. The films are "Divorce, American Style," starring Dick Van Dyke, for Columbia release; "What Are Little Girls Made of," for Columbia; and "John Henry Goes to New York," also starring Van Dyke. Latter film has no distribution set.

Producer-director Fielder Cook's Eden Productions will make "Flight and Pursuit," based on the Frank O'Rourke novella, in association with Carthay. Harold Pinter is being sought to write the screenplay.

Most recently, Carthay signed a deal with Charles K. Peck, Jr., to write an original comedy screenplay titled "Careful, They're Our Allies," based on Peck's own idea. Film will be made by arrangement with Charles K. Peck Films. Budget has been set at $2.8 million.

Cinema Lodge Hits Goal

NEW YORK—Benjamin Kalmenson, executive vice-president of Warner Brothers Pictures, Inc., was the winner of the 1966 Cadillac as one of the purchasers of the Contribution Share Certificates of New York's Cinema Lodge of B'nai B'rith, at the climax of this year's fund-raising campaign at a luncheon at the City Squire Motor Inn.

For the second time since the number of Certificates sold was increased to 750, the Lodge reached its goal, Norman Robbins, executive vice-president of Cinema Lodge and chairman of this year's sale, reported. Robbins accounted for the sale of 105 Certificates, according to Leonard Rubin, past president of Cinema Lodge, who presided at the luncheon. As one of the sellers of the tickets, Robbins won a Zenith table model color television set offered this year to the sellers of Certificates.

Eugene L. Sugarman, second vice-president of District Grand Lodge No. 1 of B'nai B'rith, discussed the far-reaching work of B'nai B'rith at the luncheon.

Seven Arts Shooting Four Simultaneously Around World

NEW YORK—Seven Arts Productions currently has four major attractions filming simultaneously around the world, in addition to two films recently completed and set for release early in 1966. All six of the features will be released by Paramount Pictures.

The four films now shooting in Europe and North America are: "Is Paris Burning," the epic true story of the allied liberation of Paris in 1944 based on the current best-seller by Dominique Lapierre and Larry Collins, with filming in progress in and around Paris. Producer Paul Graetz and director Rene Clement have gathered together an all-star international cast which includes Jean-Paul Belmondo, Charles Boyer, Leslie Caron, George Chakiris, Alain Delon, Kirk Douglas, Glenn Ford, Gert Frobe, Yves Montand, Anthony Perkins, Simone Signoret, Robert Stack and Orson Welles. The film is based on a screenplay by Gore Vidal and Francis Coppola with additional dialogue by Marcel Moussy.

"You Just Kill Me," produced and directed by Ken Hughes from his own screenplay on location in London and Nice. Based on "Careful Man" by Max Franklin, the color production stars Tony Curtis, Rosanna Schiaffino, Zsa Zsa Gabor, and Nancy Kwan as "Baby."

"Assault on A Queen," an adventure story about a hold-up of the Queen Mary in mid-Atlantic by a gang of thieves on a submarine, starring Frank Sinatra, Virna Lisi, and Tony Franciosa, with William Goetz producing and Jack Donohue directing on location in Nassau.

"This Property Is Condemned," with Natalie Wood and Robert Redford starring in Ray Stark's production of this provocative love story set in New Orleans. Sidney Pollack is directing the screenplay by Francis Coppola, Fred Coe, and Edith Sommers for release by Paramount in 1966.

The two films in final stages of editing for release by Paramount early in 1966 are "Promise Her Anything," a romantic comedy starring Leslie Caron, Warren Beatty, Bob Cummings, Hermione Gingold, and Keenan Wynn. Produced in Technicolor by Stanley Rubin and directed by Arthur Hiller from William Peter Blatty's screenplay, "Promise Her Anything" features a title song by Burt Bacharach, Jr.

Also "Oh Dad, Poor Dad, Mama's Hung You In the Closet And I'm Feelin' So Sad," based on the hit Broadway play by Arthur Kopit and starring Rosalind Russell, Robert Morse, Barbara Harris, Hugh Griffith and Jonathan Winters as "Dad." Produced by Ray Stark and directed by Richard Quine on location in Montego Bay, Jamaica, W. I., the Technicolor presentation is from a screenplay by Ian Bernard.

Dallas Censors Kayoed

DALLAS—Judge Sarah T. Hughes stripped away most of the recently passed Dallas censorship ordinance, declaring all its sections, except those defining basic terms and setting up a censorship board, to be unconstitutional.

Now it would be a censor board without power, and for all practical purposes, no censorship now exists in Dallas.

Motion Picture Association of America lawyers were uncertain as to what will happen next in the censorship fight in the city.

Exhib, Columnist Exchange Letters About Proper Role Of Art Theatre

MEMPHIS—Louis K. Sher, president, Art Theatre Guild, Inc., operator of Memphis' Guild and Studio and 28 other theatres, wrote a letter to Edwin Howard, Press-Scimitar amusements editor, in which he defends the showing of "The Dirty Girls," and the general film selection by the Guild.

Howard recently devoted a column as to whether it was "necessary, in view of the availability of so many at least legitimate foreign films, for the Guild to book such usmitigated and indefensible garbage as 'The Dirty Girls'." The editor printed Sher's letter as follows:

"(1) In your recent column about the Guild Art Theater you neglected to mention that we serve coffee and punch with the 'Tarts.' (2) You also neglected to mention that we do not sell children's tickets and do not allow children into our theatre, except when we are playing a picture with special interest to children and we then only allow them in with their parents.

"(3) The list that you compiled for us to play must have been given to you by our competition. The only qualification for a picture on your list is the fact that it played in New York and not whether people in Memphis would like it and come to the Guild to see it.

"(4) While we have not played the films you mention, we certainly did play similar, if not better, art pictures like 'The Organizer,' 'Murder Ahoy,' 'Winter Light,' 'Billy Liar,' 'Lazarillo,' 'My Life to Live,' 'Nothing But the Best,' 'Seduced and Abandoned,' 'Grand Olympics,' 'Sporting Life,' and 'Loneliness of the Long-Distance Runner,' and all the above engagements represented losing weeks to the operation of the Guild Art Theater. In fact, more Memphians saw 'Dirty Girls' in one day than saw any of the above pictures in seven days. Some of these pictures did less than half the one-day total of 'Dirty Girls,' and, of course, everybody knows that it does take money to operate even the Guild Art Theatre. (5) We endeavor to play the best films available but many times the distributors would rather go downtown Memphis even though these theatres generally play family pictures.

"(6) Trying to put the onus on the Art Theatre Guild for 'Dirty Girls' is like me telling The Press-Scimitar not to run stories about war, rape, robbery, violence, etc. There were more headlines on Selma, Philadelphia and Los Angeles than on the intelligent manner in which the enlightened citizens of Memphis handled the same problems. (7) For your information, 'Dirty Girls' played in over 300 theatres in the United States, including the capital of Tennessee and police censorship cities like Chicago and Detroit. I have enough confidence in the maturity of the citizens of Memphis to have the chance to see 'Dirty Girls' if they wish, without fear that their morals are being corrupted.

"(8) I have found that the public may not always be right, but they are never wrong.

"(9) P. S. There are same pictures on your list that we will play even though we know that they will be 'loss' weeks, as we have done in the past, and I know you will do your best to prove me wrong!"

Howard replied to Sher as follows:

(1) Touche!

(2) At the Guild, any 16-year-old is considered an adult.

(3) The list was my own. They are **all** *films which, based on director, cast, and-or subject, I would like to see. I don't know whether I will LIKE a film until I am given an opportunity to see it.*

(4) I am sorry to hear that these films, most of them excellent, did not pay their way; as I said in the original column, I am grateful to the Guild for affording me the opportunity over the years to see such films. I am glad that the profits on such other fine films as "Zorba the Greek," "The Knack," "8½," "World Without Sun," "Seance On a Wet Afternoon," "The Servant," and "Never On Sunday," apparently have enabled the Guild to keep booking worthwhile "losers."

(5) I don't blame art theatres for resenting it when other theatres grab top product like "Tom Jones" or "Divorce — Italian Style," but I still wish SOMEBODY would bring us "Eclipse," "Red Desert" and "All These Women," among others.

(6) The newspaper comparison is a lame one. We are the public record; movies are an entertainment medium and the Guild claims to offer select films to a select audience.

(7) My confidence in the maturity of Memphis citizens is somewhat shaken by Mr. Sher's report of the number of movie-goers who paid to see "The Dirty Girls."

(8) The public has both noble and base impulses. Dealers in entertainment may appeal to either and make a profit, as both the Guild's "Dirty Girls" gross of $5600 and the Paramount's "Sound of Music" gross, now nearing a quarter of a million dollars, prove. I was disappointed that the Guild booked "Dirty Girls" because I thought that the management was aiming higher.

(9) Good! But Mr. Sher had, alas, better not count on my enthusiasm for a film making it profitable. I thought—and said at the time—that "The Organizer" and "This Sporting Life" were among the finest films I have ever seen.

"The Dirty Girls," scheduled for two weeks, played only one week. No explanation was given.

Schencks Aid Dartmouth

HANOVER, N.H.—Dartmouth College announced that its course in the "History of Motion Pictures" will be supported for the next two years by a grant of $15,000 from the Nicholas and Pansy Schenck Foundation.

The announcement was made by Orton H. Hicks, vice-president of the college, at a dinner meeting of the Dartmouth Film Study Conference. More than 125 film educators and motion picture industry representatives were here for the three-day conference, supported by the U.S. Office of Education.

Arriving this Christmas!

ROADWAY'S BOUNCINGEST BUNDLE OF JOY...ON THE SCREEN!

It's never too soon to start laughing at

Never too Late

A TANDEM PRODUCTION

Mother is going to have a baby! Father is stunned! Daughter is

trying to get into the act!

And her husband

has got to prove that anything Dad can do...he can do better!

STARRING **PAUL FORD · CONNIE STEVENS · MAUREEN O'SULLIVAN** and **JIM HUTTON**

CO-STARRING JANE WYATT · HENRY JONES and LLOYD NOLAN

Screenplay by SUMNER ARTHUR LONG, Based upon his Stage Play
Music by David Rose · Produced by NORMAN LEAR · Directed by BUD YORKIN
TECHNICOLOR® PANAVISION® FROM WARNER BROS.

Sponsored Room Program Launched By Variety To Aid Will Rogers

NEW YORK—Ned E. Depinet, president, Will Rogers Memorial Fund, has announced that Variety Clubs International has begun a concerted campaign to set up an assured annual fund for support of the entertainment-communications industry's Will Rogers Hospital. As part of this program, all Variety Club Tents are being urged to sponsor patients' rooms at Will Rogers Hospital at $2,000 a year for the next five years. Bronze plaques will identify each Variety Tent's room. Plaques will be inscribed, for example, "This Room Sponsored and Endowed by Variety Club Tent 17, Dallas Texas," or whatever the Tent and city may be.

The Variety campaign is aimed at helping to establish for Will Rogers a base of guaranteed income amounting to $500,000 a year, which is approximately one-half of the funds needed annually to operate the Hospital, the O'Donnell Research Laboratories, and the Summer Institute Program of teaching and training in respiratory disease.

Morris E. Lefko, Will Rogers board member and national campaign chairman for the current Will Rogers fund drive, has announced that pledges from individual Variety Clubs are already coming in.

New York Tent 35 is the first of the Variety Clubs to respond to Variety's new program to enlist room sponsorship from all tents. This Tent, through Jack Levin, chief barker, has pledged the required $10,000 to the Will Rogers Sponsored Rooms Program, payable at $2,000 annually.

Levin announced his appointment of George Waldman, Pan World Films, as liaison between Tent 35 and Will Rogers.

Nat Nathanson, Will Rogers board, will represent Will Rogers in contacts with Tent 35.

The Will Rogers fund has also been advised that Joe Jackson, Interstate Theatres, Dallas, has been appointed by Variety International's chief barker James Carreras to coordinate the Variety-Will Rogers activities in that area. Pledges from Dallas Tent 17 and from Houston Tent 34 have also been received.

Milwaukee Tent 14 voluntarily set up their sponsored room a year ago, before the Variety Club's drive began.

James Carreras, Variety International's chief barker, hails the "intensified action of Variety International in putting the strength of Variety to the fulfillment of Will Rogers' noble purposes." He said that "Variety recognizes, respects, and accepts its responsibility as part of the entertainment-communications industry and earnestly endorses and urges all Variety Clubs to participate in the Variety-Will Rogers sponsored rooms activity."

"We hope to produce between $50,000 and $75,000 a year for Will Rogers," Carreras continued, "and this will be a reliable and important assist to Will Rogers in establishing the guaranteed income base it needs."

Carreras further noted that "Variety is keenly aware of the closeness between Variety and Will Rogers that is being reestablished—and this closeness must create a strongly welded and powerful force for the full achievement of all the good aims."

Mrs. Hubert Humphrey, wife of the Vice-President of the United States, and Ralph Pries, vice-president, Berlo Vending Company, and first assistant chief barker, Variety Clubs International, are seen with four-year-old Alice Reid, District of Columbia General Hospital's Crippled Children's Clinic, admiring the Sunshine Coach recently presented by United Artists to Variety Club Tent 11, Washington.

Mich. Redstone Executive Maps Business Boosters

PONTIAC, MICH.—Harry Schneider, district manager for Redstone Management here, has kicked off what is to be the first of a series of business-building programs.

The operation is conducted simultaneously at the Miracle Mile, Blue Sky, and Waterford drive-ins.

Phase one was the giveaway of a $250 New Home Sewing Machine and carrying case.

20,000 Heralds are handed patrons, each imprinted with the name of the host d-i, for a two-week period. On it appears the mat-prints of two coming attractions, a picture and text on the sewing machine. There is also a simple entry blank for the drawing. Blanks may be returned to the airer on the premises or mailed in.

Schneider promoted the machine from New Home Sewing Machine Company of Detroit, which also picked up the printer's tab for the heralds.

Local station WPON plugged the "contest" (which is in effect a drawing) extensively. The blanks, of course, are also used to swell the mailing list.

Future promotions will also use WPON, with additional tie-ins with the Miracle Mile Shopping Center and other businesses located on the new Pontiac Mall Shopping Center.

Schneider has a theory on the promotional aspects of movie activity. He sums it up:

"Much can be accomplished by checking into and learning everything possible about these businesses, learning what advertising media they use, and combining it with the theater's."

Conn. Appeals Court Reverses Obscenity Ruling

HARTFORD—The Appellate Division of Connecticut Circuit Court has set aside the convictions of three men charged with exhibiting "an indecent and immoral picture" at a Connecticut drive-in.

The decision said that the motion picture, "Daniella by Night," was not indecent, immoral, or obscene within the standards set by previous cases, since "its predominant appeal is not to the prurient interest of the average person, applying contemporary community standards on a national basis."

Herbert S. Nitke, majority stockholder in the suburban Berlin Drive-In, where the film was shown in September, 1964, was convicted in Connecticut Circuit Court of aiding an exhibition of immoral or indecent entertainment.

The manager, Brooks LeWitt, and the projectionist, Howard E. Williams, were convicted for allowing indecent or immoral exhibition.

The Appellote Division, however, has ruled that the convictions were in error, and ordered that all three cases be remanded and a judgment of innocent be rendered for all three defendants.

The finding cited U.S. Supreme Court decisions that whether an allegedly obscene work violates the federal constitution "must be determined on the basis of a national standard."

"The test," the court continued, "is the effect of the picture, considered as a whole, upon all those whom it is likely to reach nationally.

"No means of determining the national standard of national average person has been set up."

Judge Bernard A. Kosicki's concurring opinion added, "The film does not fall within our understanding of 'hardcore pornography' . . . It just is not obscene within the terms of our statute."

Tent 35 Sponsors Set

NEW YORK—S. H. Fabian, campaign chairman of New York Tent 35's program to create a Variety Club Heart Institute for Cardiac Children at the New York Medical College, Flower and Fifth Avenue Hospitals, has designated the initial group of members of the committee of sponsors to serve under Milton R. Rackmil, general chairman of the Variety Celebrity Ball to be held at the Hotel Americana in New York on Friday evening, Nov. 12.

The initial group includes Charles Boasberg, Paramount Pictures Corp.; Harry Brandt, Brandt Theatres Corp.; Leonard H. Goldenson, American Broadcasting Company; Leo Jaffe, Columbia Pictures Corp.; Morris Lefko, Warner Brothers Pictures Corp., Irving Ludwig, Walt Disney Productions; Harry Mandel, RKO Theatres; Henry H. "Hi" Martin, Universal Pictures Company; Robert H. O'Brien, MGM Pictures; Walter Reade, Jr., Walter Reade-Sterling Inc.; Burton Robbins, National Screen Service; Spyros P. Skouras, 20th Century Fox Films Corp.; Preston Tisch, Loew's Theatres; Laurence Tisch, Loew's Theatres; Samuel Rosen, Stanley Warner Corp.; Arthur Krim, United Artists Corp.; Robert Benjamin, United Artists Corp.; and Ben Kalmenson, Warner Brothers Pictures Corp.

Supreme Court Upholds Decision Favoring ASCAP

NEW YORK—The United States Supreme Court upheld a Court of Appeals decision affirming ASCAP's right to refuse to quote Metromedia, Inc., operator of a chain of broadcasting stations, a rate to be applied to a form of license dictated by Metromedia itself.

Metromedia had attempted to compel ASCAP to quote a rate for the use of its repertory in terms of a particular method of computation devised by Metromedia. When ASCAP refused to quote rates on the unique form, the broadcaster sought to have ASCAP held in contempt of court for violating the provisions of a Consent Decree in the Federal Court in 1950.

Chief Judge Sylvester J. Ryan, United States District Court for the Southern District of New York, dismissed the Metromedia petition. In upholding this decision in the Society's favor, the United States Court of Appeals for the Second Circuit, observed: ". . . Metromedia has no right conclusively to determine certain elements of the 'fee' and then to require ASCAP, under pain of contempt, to quote a matching percentage figure. On the contrary, the decree gives ASCAP the initiative in proposing the entire formula, contemplates further negotiations if this appears unreasonable, and directs an application to the court in case of a stalemate. Thus far, it is Metromedia—not ASCAP—which has failed to follow the route marked out by the decree."

Whale To Star For Tors

SEATTLE—Ivan Tors Films, Inc., has started work here on a motion picture based on the Seattle Killer whale, Namu, tentatively titled "Namu, the Killer Whale."

A separate contract has been completed between Tors and Ted Griffin, Namu's owner. Robert F. Blumofe, United Artists vice-president in charge of west coast operations, announced arrangements for the Namu film have been concluded between Tors and United Artists and that it will be a "top-budgeted feature film."

Wanger, Fox Settle "Cleopatra" Differences

NEW YORK—Walter Wanger, producer of "Cleopatra," has settled his lawsuit with 20th Century-Fox Film Corporation, Darryl Zanuck, president, and Spyros P. Skouras, former Fox president and present chairman of its board.

The suit, brought by Wanger for damage to his professional reputation in connection with production of "Cleopatra" and to recover unpaid salary owed him for that production, was settled by a cash payment to Wanger of $100,000.

Skouras, represented by separate counsel, had filed a libel counterclaim against Wanger in this cuit, relating to the latter's book and magazine article entitled "My Life With Cleopatra." That counterclaim was also discontinued in a simultaneous settlement, in which Wanger expressed regret for any injury done Skouras by anything contained in the book or article. No cash payment was involved.

Unique Three-City Production Tour To Take Newsmen To Mirisch-UA Pix

NEW YORK—A gigantic three-city, 10-day television oriented junket has been formulated by the Mirisch Corporation and United Artists on behalf of three films now shooting.

The films are Billy Wilder's "The Fortune Cookie" in Cleveland, Norman Jewison's "The Russians Are Coming The Russians Are Coming" near San Francisco, and Blake Edwards' "What Did You Do In The War, Daddy?" in Los Angeles, with all travel arrangements being made through United Air Lines.

Approximately 30 television producers and host-commentators of locally-produced programs will visit the three cities where they will participate in the filming of the three Mirisch pictures and shoot their own individual tv interviews with the makers and stars of the UA releases. Each tv personality participating in the extensive junket will be supplied with over-all featurette film material, plus his own special footage, designed to be shown over several weeks of programming.

The junket will kick-off in Cleveland on Friday, Oct. 29, when the guests check into the Hollenden House. On Saturday, Oct. 30, the television personalities will have an opportunity to film their personal interviews with Wilder and his stars, Jack Lemmon, Walter Matthau, and newcomer Judi West.

Although Matthau and Miss West, who is making her motion picture debut in the film, are not actually involved in the Cleveland location filming, the Mirisch Corporation is flying in the two stars especially to meet with the television representatives and to participate in the interviews and activities.

The story of "The Fortune Cookie" concerns an attempted fraud against the Cleveland Browns football team. On Sunday, Oct. 31, the junket members will see the game between the Cleveland Browns and the Minnesota Vikings while Wilder and his crew will be shooting footage for the film.

Following the game, the guests will have cocktails and dinner with "The Fortune Cookie" cast and crew and the Cleveland Browns.

After breakfast on Monday, Nov. 1, the visiting personalities will have additional time to get their personal film material. Monday night, the Mirisch troupe will leave for San Francisco and then on to Fort Bragg where production is now in progress on "The Russians Are Coming The Russians Are Coming."

On Tuesday morning, Nov. 2, the members of the traveling unit will head for the film's location shooting where they will be able to interview Jewison and his cast, Paul Ford, Carl Reiner, Brian Keith, Eva Marie Saint, Alan Arkin, and Jonathan Winters, followed by dinner with the cast.

All of Wednesday, Nov. 3, has been set aside for the completion of shooting of interviews by the visitors. That night the guests head for Hollywood where they will have dinner at their hotel, the Sportsman's Lodge.

After breakfast on Thursday, Nov. 4, they will move to the set of "What Did You Do In The War, Daddy?" for interviews with Blake Edwards, James Coburn, Dick Shawn, Aldo Ray, beautiful Italian newcomer Giovanna Ralli, and Harry Morgan.

Thursday night the group will be guests at a special gala Italian dinner-party at the home of Mirisch Corporation president Harold Mirisch. Italian actor Sergio Fantoni, who is also one of the stars of "What Did You Do In The War, Daddy?," is personally preparing a special dish for the occasion.

On Friday, Nov. 5, the Mirisch guests will hve an opportunity to complete their personal interviews and other filming. That night, after dinner, they will be treated to a special preview showing of J. Lee Thompson's new Mirisch Corporation presentation for UA, "Return From The Ashes." Following the screening, the party will retire for a visit to Los Angeles' leading discotheque, The Daisy.

Saturday and Sunday, Nov. 6 and 7, have been left open so that the Mirisch guests who choose to stay in Los Angeles may get any special footage they need for their shows or to participate in any local activity or sightseeing trip that they might care to make.

By Sunday, all members of the Mirisch junket will head for their home and their viewers, who will be awaiting their exciting reports on the coming Mirisch films, their stars and their makers.

Columbus Council Bans All Burlesque Theatres

COLUMBUS, O.—Burlesque theatres were banned from operating within Columbus city limits by City Council's 6–0 approval of an ordinance submitted by City Attorney John Young. The ban was aimed at the Gayety theatre, operated by Griffith Enterprises, which had announced the imminent opening of a live burlesque policy.

At the same session, council tabled indefinitely an ordinance introduced earlier by Councilman Charles Petree, which would have barred patrons under 19 from attending either live burlesque or strip-tease and nudist films.

The anti-burlesque law places burlesque in the same forbidden zoning category as acid manufacture, cemeteries, distillation of bones, coal, or wood or their by-products, explosives, rendering plants, kennels, trailer courts, or camps.

Ken Prickett, executive secretary, Independent Theatre Owners of Ohio, and Ed McGlone, RKO Palace manager, attacked the Petree ordinance. Prikett displayed a copy of Playboy magazine and asked: "Why is the film industry being singled out as a prime target in an election year for something that is available to everyone in Columbus?" He wondered how the age 19 was arrived at, noting that there are servicemen under that age and also married 18-year-olds "who should be able to select their own entertainment." McGlone said he has ushers under 19 who might be forced to give up their jobs. Petree admitted the age limit was arbitrary, "but it reflects my moral outlook and what should be exhibited or not exhibited in public places."

Patrons Grow Physically, Mentally; Films, Theatre Decor Keeping Pace

NEW YORK—American moviegoing audiences today are bigger physically and more sophisticated than their pre-World War II forebears, it was stated by Michael Linden, director of research for the Motion Picture Association of America. Further, motion picture theatres have reached a point of quiet luxury, comfort, and architectural beauty that far outshines the rococo ostentation of the movie "palaces" of the Twenties and Thirties, according to the MPAA research head and leading theatre architects Drew Eberson and Abraham Geller.

It is significant, according to Linden, that the physical growth of the average moviegoer has had its concomitant effect upon the theatre seating arrangements. Citing the Society of Actuaries of Chicago, based on a long-range survey completed in 1959, it was revealed that, since 1912, American males have shown an increase in height of nearly two inches, while women also are an average of one inch taller. This is particularly evident in the teenage group.

Recognizing this fact and supported by the knowledge that teen-agers and youth in its twenties are among the largest moviegoing group today, Linden pointed out that theatre architects plan for auditorium seating running 22 inches wide, as against pre-World War II seats that averaged between 17 and 19 inches in width.

Adding to the further delighted pleasure of today's film fans is the fact that this general growth in height has prompted theatre architects to allow patrons to sit in stretched-out comfort in theatre aisles averaging between 38 to 40 inches in width, as against earlier between-seats measurements of 31 to 32 inches.

There is general agreement among theatre architects today that the "awe-inspiring" palaces of yesterday, with their baroque cherubs and gilded chandeliers, have been outdistanced in style and aesthetic appeal by the ever-growing sophistication of today's moviegoers. Two of America's leading theatre architects, Drew Eberson and Abraham Geller, agree that the impact of art in the home and in home furnishings litreally has revolutionized the design of modern cinema lobbies and auditoriums.

All major film producing companies have taken advantage of new production methods from Cinerama to 70 mm film with the consequent effect upon auditorium styling. Here too, Eberson and Geller agree that today's theatres must place greater emphasis on the picture. Interior decor now is deliberately designed to create an atmosphere of simple elegance with none of the wall decorations and proscenium furbelows that, in earlier days, distracted the eye away from the entertainment on the screen.

Many of today's motion pictures, along with women's pages in newspapers, home furnishing magazines, and other bell ringers of style and design, have had a great impact upon the artistic tastes of the large entertainment seeking audience.

Aware of this growing appreciation, there is a conscious effort, on the part of theatre architects, to bring to theatre lobbies and lounges an air of quiet luxury and artistic charm. Many of today's theatres place emphasis upon the use of lounges as art galleries for the display of the best in sculptures and paintings by local or imported artists.

Advanced ideas in lighting, matched coloring and a general air of quiet, albeit expensive luxury, have created an atmosphere in today's cinemas that is a potent lure for the ever-increasing interest of moviegoers, according to Linden.

PINOCCHIO
IN OUTER SPACE
ALL NEW
COLOR!

Universal's promotional plans on "Pinocchio In Outer Space" were outlined in New York recently, and seen, left to right, are Herman Kass, U executive in charge of national exploitation; Philip Gerard, eastern ad-publicity director; and Jerome M. Evans, eastern promotion manager.

SW's Newest Thrills Akron

AKRON, O.—The newest and most luxurious of Stanley Warner's growing list of shopping center theatres, the Summit Mall, will open here with a gala premiere tonight (Oct. 27).

Located in the largest completely new, enclosed, mall-type shopping center in the state of Ohio, the theatre is the first of Stanley Warner's new theatres to be an integral part of a shopping center. The entrance will be from the all weather enclosed mall. The theatre features 1150 loge style seats, widely spaced rows affording complete comfort and perfect visibility from any area in the auditorium.

The opening night's festivities will feature a special benefit performance of Warner Bros.' "The Great Race," with all proceeds benefitting the Akron Beacon Journal's Charity Fund. Ohio's Governor James Rhodes is expected to head a long list of civic and social leaders from the Ohio area to the premiere opening, which will be hosted by Harry Feinstein, Stanley Warner zone manager for the Pittsburgh-Ohio area.

Millard Ochs, long time manager for the former Stanley Warner Strand, will return to Akron as manager of the new theatre.

Simonelli To MPAA Board

NEW YORK—Charles Simonelli, corporate vice-president of Technicolor Corporation of America, was elected by the Motion Picture Association of America board of directors at their recent meeting, to represent Technicolor on the board.

U's Pressbook Facelift Meets Varied Exhib Needs

NEW YORK—The standard pressbook in use by the motion picture industry from its inception is in for a change, at least as far as Universal is concerned.

After months of extensive research, Universal, commencing with its release of "The War Lord," will introduce a revised method of providing motion picture campaign material to exhibitors.

To serve first run theatres, the number of which has expanded substantially with the introduction of multiple first run, Universal will provide a special portfolio containing the maximum material required to launch a picture. A loose leaf format is utilized so that all available material can be provided far in advance of release. Providing material in this form obviates the need of waiting for all the material to be ready before the pressbook can be printed, as is currently the practice.

The portfolios will be serviced directly to theatres by Universal as soon as playdates are set. The contents will be kept up to date by providing new advertising, publicity and promotional material as it develops, which also will be serviced directly to theatres for insertion in the portfolio.

Exhibitors in small towns and operators of theatres in secondary situations in metropolitan areas have long stressed the need for special attention to their needs in advertising material. To serve the thousands of such theatres, Universal will provide a separate pressbook embodying suggestions furnished by any number of small town theatre operators. The advertising in this pressbook will, in many cases, differ in approach from first run advertising, having been tailored to suit "grass roots" needs. A wider variety of small ads especially designed will be provided.

This pressbook will be available through National Screen Service.

This departure from the normal, single pressbook format is an effort on the part of Universal, assisted by exhibitor suggestions, to modernize and improve the servicing of material to conform to the rapidly-changing system of distribution and to specifically meet the needs of all kinds of theatres in every part of the country.

Brandt Heads N.Y. Newsboys

NEW YORK—Jack H. Levin, chief barker, New York Variety Club, Tent 35, announced the appointment of Harry Brandt, prominent exhibitor, to the post of chairman of Old Newsboys Day, 1966.

Brandt also has agreed to serve as chairman of a special membership luncheon on Nov. 29 at the Hotel Astor, at which time the radio and television industries will be honored for the assistance they provided for the fund-raising program of the Tent. Levin also reported that the occasion will serve additionally to express the Tent's thanks for the cooperation given the club by the city.

Harris To N.Y. Paramount

PALM BEACH, FLA—Jack Harris, division manager, who retired from Loew's Theatres in 1962 after over 30 years of service, is going to New York in December to reopen the Paramount Theatre for United Artists for the showing of the new James Bond film, "Thunderball." He will be in New York for the run of the picture.

WB Firing Big Ad Guns For Cinerama "Bulge"

NEW YORK—Warner Bros. will use its biggest advertising guns for "Battle of the Bulge," supporting the all-star Cinerama production with one of the heaviest schedules the motion picture company has undertaken in recent years, it was announced by Joe Hyams, Warner Bros. national director of advertising and publicity.

Leading the campaign for "Battle of the Bulge" will be advertisements in Life, Look, anl Playboy magazines, with a combined circulation of 17,705,228. In addition, "Battle of the Bulge" advertisements will be carried in the Hearst newspapers' Sunday rotogravure magazines, with a combined circulation of more than 4,000,000.

The Life ad will run on Nov. 19; the Look ad on December 14; the Playboy and Hearst roto ads in December.

These will be combined with strong local advertising campaigns in newspapers, television, and radio, backing all premiere engagements for the reserved-seat attraction, which will open in Cinerama theatres for the Christmas season.

"Battle of the Bulge," the epic-scale Cinerama motion picture for Warner Bros. that dramatizes the climactic engagement on the Western Front in World War II, will have its gala world premiere on Dec. 16 at Pacific's Cinerama, Hollywood. The premiere will coincide with the 21st anniversary of the start of the battle that was fought in bitter weather in Belgium and Luxemburg during the closing weeks of 1944.

The New York premiere has been advanced to Dec. 17 at the Warner Cinerama on Broadway.

The all-star Technicolor film will be presented on a reserved-seat basis, with 10 performances weekly and extra performances during holiday weeks.

Wolper Acquires War Novel

NEW YORK—David L. Wolper has acquired the motion picture and television rights to a new war novel, "The Devil's Brigade," by Robert H. Adleman and Col. George Walton. It will be filmed as a theatrical entertainment feature next fall by Wolper Productions, a subsidiary of Metromedia, in association with United Artists.

"The Devil's Brigade" will be based upon the documented story of the formation and history of the "First Special Service Forces," an elite corps of soldiers trained in guerilla warfare.

"The Devil's Brigade" is the second dramatic film property to be filmed by Wolper Productions in association with United Artists. Also awaiting a production start is "The Remagen Bridge."

Bradbury Novel To U

NEW YORK—In a major international deal made by Universal, negotiations have been concluded for Ray Bradbury's exciting science-fiction novel, "Fahrenheit 451," to be brought to the screen as one of the most important productions of 1966, with French director Francois Truffaut directing and Julie Christie starring, it was announced by Milton R. Rackmil, Universal president.

The picture will be produced by Lewis M. Allen as a co-production with Universal Pictures Company, Inc., and released world-wide by Universal.

N. Y. Legislators Touring State To Hear Views On Film Censorship

BUFFALO—The first of a series of hearings in various parts of New York state was held here by the Joint Legislative Committee to Study the Publication and Dissemination of Offensive and Obscene Material. Assemblyman Jules G. Sabbatino of Brooklyn chaired the two-day conference.

The next meeting was to be held Oct. 26 in New York City, and other meetings are expected to be in various cities of the state in November and December.

At the first day's meeting, William Haig, Buffalo Council of Catholic Men, said, "If we do not need a Board of Regents for motion pictures, we do not need a national narcotics law. If there is no relationship between pornography and crime, I say J. Edgar Hoover has missed his vocation."

Speaking against censorship legislation, Rev. Paul N. Carnes, Unitarian Universal church of Buffalo, said, "Prudery leads to perversion. I know of no motion picture or no book that I would not take my son or daughter to see." Also speaking against censorship was Mrs. Dorothy Shields, upstate division of the American Civil Liberties Union.

Chief Judge of City Court of Buffalo Sebastian J. Bellomo spoke briefly against salacious literature and pornography and commended the board on its efforts.

The second day's meeting was closed shortly after opening when only one citizen appeared to express concern. The single witness on the second day was 26th Ward Supervisor Louis H. Muscato, who told the committee that "enforcement by police has curtailed the flow of this material (smutty literature) but, if even one piece get through to a child, it's too much."

Sabbatino said he called the second day of hearings because he had been asked to by "numerous individuals and organizations." The committee is sampling public opinion on two newly passed sections of the State Penal Law aimed at defining salacious literature and motion pictures and a proposed motion picture licensing law.

Skouras Circuit Continues Construction, Renovations

NEW YORK—In its unprecedented schedule of theatre renovations, Skouras Theatres Corporation has completed a $2,000,000 program of completely remodeling and up-dating 23 of its theatres in the last three years. Salah M. Hassanein, president, announced that the project is to be extended for an additional year, during which time six more theatres will be modernized at an anticipated cost of more than $700,000.

Meanwhile, the program of new theatre construction is continuing at an enthusiastic pace. Having just completed the UA Theatre, Lefrak City, L.I., in August, the circuit is planning four other new theatres in the New York metropolitan area, to be erected within the next 12 months.

Buffalo Hails Glen-Art, Newest Keller Theatre

BUFFALO—The Buffalo area's second full-time art theatre went into operation with a preview audience on Wednesday, Oct. 13, and a regular premiere at the Glen-Art, Williamsville. The new theatre is managed by the same company that has nurtured the Circle-Art, Buffalo, to its present success, and according to Fred Keller, company head, is "the most beautiful theatre in the area—bar none!"

Gone is the outside marquee with its electric sign. In its place is a sharply-angled slate roof extending from the theatre over the sidewalk to the street. In place of the usual sign, there is a medieval-styled banner with the name of the theatre on it. The foyer is panelled in a gold and silver textured foil handcrafted to give the burnished look of medieval coats of mail.

Featured in the foyer is a brass and copper fountain. The entire theatre, including the foyer, is covered with gold-hued carpets. The inner lobby and auditorium proper have been redecorated in shades of white, accented by flying sails of yellow. An acoustical wall has been erected to soundproof the lobby and to separate it from the auditorium.

Bench seating with foam-rubber cushions provide an opportunity to relax before the show. There are no refreshment stands. Instead, a hostess serves demitasse cups of coffee. "Our every effort," said Keller, "has been to provide a comfortable, luxurious interior setting where adult theatregoers may relax and enjoy quality films. Our long-range plans include quality children's programming under adult supervision on Saturday afternoons, but first we'd like to establish the unique character of the new Glen-Art."

The premiere attraction at the new theatre "The Pawnbroker," playing simultaneously at the Circle-Art. Keller got a splendid send-off for the Williamsville house in the local sheets, with much art and many special stories. The preview audience of invited guests were enthusiastic in their praise of the sensational changes in the house.

New Post For NGC's Graff

BEVERLY HILLS, CALIF.—Richard B. Graff has been named an assistant vice-president of National General Corporation, it was announced by Eugene V. Klein, NGC chairman and president.

For the past 18 months, Graff has been serving as assistant to Irving H. Levin, executive vice-president of NGC. In this capacity, he has been active in all phases of the company's operations and interests, with particular emphasis on coordinating the company's recently-announced expansion program.

Production Firm Set

NEW YORK—A new motion picture and television production company has been formed by Mickey Dubin, formerly senior vice-president of Filmways, in conjunction with Fred Pressburger and Miller Simon, president and vice-president respectively, of Films For Fashions, Inc., and FFF Productions. The company, Spectra Films, Inc., will specialize in television commercials.

The NEW YORK Scene

By Mel Konecoff

IN A COMMUNIQUE WE RECEIVED FROM FRENCH DIRECTOR LOUIS MALLE, he states "The 'New Wave' is dead in France, but that which it contributed to the motion picture in France can still be applied in other countries that have not been exposed to its techniques and experiments. This is particularly applicable to a country like Mexico, where I recently finished shooting for some five months, making 'Viva Maria," with Brigitte Bardot, Jeanne Moreau, and George Hamilton.

"When I made my first film, there was no 'New Wave.' I found I could not make exactly what I wanted, nor could I have it accepted. Today, there are some 100 of these films in cans on the shelves of labs and in store rooms, and the films can not be releasel, because they now have nothing new to say. They are pictures that were made because of an atmosphere of success that surrounded them at the time.

"I remember that at one time you could almost walk into any producers office in Paris, and if you were 17 years old, said you had no experience and yet had an old envelope covered in notes about a deeply moving experience you wanted to put on film, you got your money.

"In 'Viva Maria,' I discarded almost all the technical tricks of the 'New Wave.' We shot with stars. Brigitte Bardot and Jeanne Moreau are the two biggest stars in France, and their following extends around the world. We shot in Eastman Color and Panavision—no hand held cameras this time. And we planned every shot. Only some details were left to be improvised, and there was no last minute tinkering with the script. Our logistical problems forbade that sort of off-the-cuff shooting.

"However, the 'New Wave' did one important thing. It brought new blood into the French —and eventually, international—cinema. I have an idea that without the success that the movement had, I could never have arranged financing for 'Viva Maria,' for although its techniques are standard, its mood and feeling are not.

"I may perhaps, some day, come to Hollywood to make a picture. I am, after all, a great fan of Hollywood movies. In France, we feel that we are loaded down with centuries of literary tradition. And Hollywood has the technical equipment and crews to make any director happy. But if a story or an idea takes me to the South Seas or the Far East, I will be happy to go there as long as I am able to retain my individuality and make my film in my own way. And any director who understands his goals can do the same thing."

MORE QUOTES UP IN THE AIR: DAVID FLEXER, PRESIDENT OF INFLIGHT Motion Pictures is high (no pun intended) on the future of entertainment in the air, according to a talk we heard the other day at a luncheon of the Aviation/Space Writers Association, Region #2.

For providing a plane with screen, projection equipment, earphones, a first-run often in color, the airline, in turn, pays Inflight a flat fee of $150 per flight, or something over one dollar per passenger. If, for some reason, the film is not shown, no fee is charged.

Since business has picked up whenever an airline has decided to become an exhibitor-in-the-air, according to Flexer, inflight entertainment, therefore, appears to be on the verge of a great expansion period. He expected to see a much wider adoption of visual and audio entertainment in air travel, with many changes in techniques and equipments involved. Indicative of audience interest, where economy-class passengers must pay one dollar for the use of earphones while the movie is on, a large majority do so. Where there is no charge, almost everyone asks for earphones and watches the movies.

Flexer reported that his company was getting ready to introduce a new lens and projection system, the first of which will go into service very shortly. It will permit the projection of a sharp picture in direct sunlight without drawing the window shades. A new magnetic head will permit the use of additional sound tracks. If an American movie is shown on a French airliner, for instance, the French-speaking passenger will be able to select a track on which the dialogue has been dubbed in his own language. Conversely, an English sound track can be provided with a French film, or one in Italian or Swedish, or any other language. Foreign carriers are interested.

Flexer even believed that the giant C-5A, which is to be built for the Air Force, will have provision for movies. The troops certainly deserve some diversion while on a 10 or 12 hour flight across the Pacific. The company is even designing a special projector for supersonic aircraft.

He also believed the air transportation business and the ententainment business, two glamorous and exciting industries, make a very dramatic and glamorous marriage. Both are predicated on a common need—to sell tickets and fill seats.

THE METROPOLITAN SCENE: EMBASSY IN LOOKING FOR ALL THE "SECOND best secret agents" in the area. Those who qualify will be invited to a special screening of "The Second Best Secret Agent in the Whole Wide World," a spy-thriller spoof, in the projection room with the second best sight lines. . . . Thirty-one of Charlie Chaplin's early comedies are being shown at the Gallery of Modern Art, Columbus Circle. . . . Did ya hear about the interviewer who asked Sean Connery to name the three most beautiful women in the world? Replied he, "My wife, my mother, and my mother-in-law." Diane Cilento, his wife, is quite a dish. The other two ladies we don't know. . . . UA sent over a two-sided door card which reads "No One May Enter The Theatre After Fabi Enters Her Bath," and on the other side, "Fabi Is Now In Her Bath." Since we have a photo of a girl named Fabi hanging on the wall, she looks cute with only her eyes showing over the sign. It's all part of an exhibitor aid package tying in with "Return From The Ashes," UA suspense thriller.

FU MANCHU
FOR MAYOR
THIS ADVERTISEMENT WAS PAID FOR BY THE CITIZENS COMMITTEE TO ELECT FU MANCHU FOR MAYOR

More than 600 subway posters touting Fu Manchu for Mayor were placed on subway platforms around New York City recently by Seven Arts Pictures in connection with the opening of "The Face Of Fu Manchu."

Manager, Circuit Rapped For Obscenity Violations

BOSTON—Robert Calligan, manager, State, was sentenced to three concurrent three-month terms in the House of Correction, and his employer, the Trans Lux Corp., was fined a total of $6,000 by Chief Justice Elijah Adlow in Municipal Court.

The sentences and fines were appealed. Calligan, 27, was found guilty of charges of possession of an obscene motion picture; possession of an obscene and indecent motion picture which manifestly tends to corrupt the morals of youth under 18; and possession of an impure motion picture. The corporation was found guilty of the same charges.

"Days and Nights of Love" was the picture, and the judge characterized the film as "filthy, depraved, and lewd." Judge Adlow at first gave Calligan suspended sentences but changed them to straight terms when the manager appealed. The case originated on Sept. 21 when Lt. Lawrence Quinlan of the Vice Squad, acting on complaints that teen agers were attending the film, found a 16-year-old and a 17-year-old watching the picture in the State.

Atty. William P. Homans, Jr., told the judge the Trans Lux Corp. of Boston was "not happy with the film" and hadn't seen it before it was booked into Boston. He asked that the manager's case be separated from that of the corporation. In refusing the request, Judge Adlow said: "If this were the first time we were dealing with a manager of this theatre, I might take a different view."

UA Promotes Two

NEW YORK—United Artists vice-president James R. Velde has announced the promotion of Morris Hamat from Montreal branch manager to Toronto branch manager.

Hamat joined UA in 1953 and has held various sales positions with the company.

Replacing Hamat in the Montreal slot will be William Spears. Both promotions are effective immediately.

International Producers Fight Film Restrictions

PARIS—The International Federation of Film Producers Associations has just held its annual general assembly in Stockholm, with its president, Ralph Hetzel, acting president of the Motion Picture Association of America, presiding. Henri Deutschmeister (France), vice-president for Europe, also attended.

The general assembly adopted several decisions designed to strengthen its effectiveness. To enlarge its executive board, the Federation elected Attilio Mentasti (Argentina) as vice-president for the Western Hemisphere and Run Run Shaw (Hong Kong) vice-president for Asia. Also, the Federation decided to maintain its permanent secretariat in Paris, with Alphonse Brisson (France) continuing as secretary general.

After study of the recommendations from the Federation's economic committee on restrictions to the free movement of films in international commerce in several developing countries, and after review of proposed restrictive legislation in several other countries, the general assembly requested the secretary general to intervene with vigor in these areas. Also, he was enpowered to take firm action in cases involving unjustified governmental interference in the remittance of earnings from film exhibition rights.

The Federation observed that, each year, it is becoming increasingly difficult to present new pictures at competitive film festivals. This reflects the change in world cinema production. To meet the demands of exacting audiences, a smaller number of better and more costly pictures are being produced. Because of this, the general assembly voted to urge festival organizers to adopt a new formula in line with these developments.

Upon the complaint of several member associations, the general assembly also voted measures to put an end to the practice of commercial exploitation of festival films outside the festival limits as practiced by certain festival directors.

Finally, in reviewing the latest proposals for modifying the Berne Copyright Convention as it affects film production, the Federation has called for a thorough study of this particularly complex question is collaboration with all the member associations.

Samuel Z. Arkoff, vice-president, American International Pictures, was greeted at the Hong Kong Airport recently by Paul Yui, second from right, and a host of Far East reporters. Yui heads Cathay Theatres, Ltd., distributors of AIP pictures in Malaysia and Singapore

LONDON Observations

By Jock MacGregor

THOUGH MOST SHOWMEN REGARD "MARKET RESEARCH" WITH DISDAIN AND as a poor substitute for the instinct that comes from knowing their job, it is gaining adherents and has achieved a major breakthrough in the booking field. It is no secret that theatremen were divided about the public acceptance of William Wyler's "The Collector." Following special previews, MR surveys show that the film benefits from the word of mouth reaction. In consequence, experimentally, it is playing concurrently with its West End premiere in strategically placed suburban theatres at regular prices. It is anticipated that this offbeat movie will arouse such widespread discussion and controversy as to boost its general release in a few weeks. It is also understood that the researchers believe that the success of the movie will be particularly dependent on the publicity approach. Results will be keenly observed. Wyler flew from Paris after shooting all day on "How to Steal a Million Dollars" for the preme and should have felt at home in the manager's office press conference. A 16mm tv unit must have installed as much lighting as he used on "Ben Hur." Though some critics had reservations, the extensive reviews were of a seat selling nature.

THE ACCOLADE OF SELECTION AS 1966 ROYAL FILM HAS FALLEN ON CARL Foreman's "Born Free." The Queen will attend the performance in aid of the Cinema and TV Benevolent Fund at The Odeon on March 14. Based on Joy Adamson's best seller about a lioness, it was shot in Kenya over a nine month period. Bill Travers and Virginia McKenna refused to use doubles though this resulted in a broken ankle for the latter. The lions had to be specially tamed—screen tests revealed that the trained ones were, alas, too old for the parts, but not a word to Leo, please! This is a unique honor for Carl. Though he has only been filming here for nine years, this is his fifth production to be chosen for a royal occasion.

FOLLOWING EASTERN HEMISPHERE SALES SUPERVISOR PAUL BETHELL-FOX'S resignation to work outside films, "Jamie" Jamieson, his western counterpart, will take over all Rank's world distribution sales, Colan MacArthur announces. "Jamie," once a theatre man, turned to publicity and joined Rank through his company being taken over ironically on the day war was declared. After army service, he returned to Rank theatres before moving to overseas distribution publicity. After successfully pioneering the Latin American market with Colan, he found himself becoming increasingly involved in distribution until he handed publicity to others. Unfortunately, it means that we shall see even less of his smiling countenance around London. There are also changes in British Lion's overseas sales. Michael Bromhead is resigning to start a new film venture and being replaced by Sidney Safir.

THE BRITISH FILM INSTITUTE IS EXTENDING ITS NATIONAL FILM THEATRE activities, which are in line with the New York Museum of Modern Arts, to the provinces following Prime Minister Wilson's appointment of a minister responsible for the arts and great encouragement from the Department of Education and Science's Jennie Lee. Costs, which will mainly be borne by local authorities, will not be large, though small initial losses are anticipated. It is hoped to cover 30 areas and for the first six projects to start next year. Regular screenings would be held in cultural centres, theatres in new civic developments, and cinemas which may be acquired. Membership and public shows would be policy, and though rentals are not paid at the NFT, they will be offered for "outside London" operations. BFI's Stanley Reed believes there is growing interest, particularly among younger people, in the serious cinema, even if one midland art house interrupting a diet of continental sex films with "Last Year at Marienbad" allegedly announced:: "Normal programs will be resumed next week." I am told these halls would be available for new offbeat pictures and will presumably form the nucleus of the national merit circuit for class offerings and test runs. While it is doubtful if anyone could afford to produce with this outlet only in view, the industry may want to watch the scheme.

C. J. LATTA TOOK TIME OUT OF A BUSINESS TRIP TO TEL AVIV TO HAND three Variety Club of Great Britain Sunshine Coaches to ILAN, Israel Foundation for Handicapped Children, and has hopes for an Israel tent. . . . Film men blinked when they read that the 414 seater Prince Charles, recently acquired and redeveloped by the Eckarts, had with a move-over of "Pussy Cat" taken a record $9520 in a week and done better than some larger first runs. . . . The Norwegian Ambassador hosted a reception at his embassy to launch the Variety Club sponsored "Heroes of Telemark" preme, which Prince Philip will attend on Nov. 23 with a $1.50—$75. price range. . . . Nearly 10,000 attended the four screenings at the Odeon and Warner of the prize winners at the Cannes Advertising Film Festival, at which 1628 delegates from 31 countries could have seen over 1000 commercials. Again one can but marvel at the imagination, technical ingenuity, and the amount crammed into minutes at the most. Unintended laugh came when second in the 'scope section advocated holidays in Rhodesia. . . . Pinewood Studio publicity chief Derek Coyte is getting a trip to Hollywood and Vancouver. In Canada, he will check publicity arrangements for the George Brown Rank production "The Trap," which is shooting there under director Sydney Hayers with Rita Tushingham and Oliver Reed. Also Hollywood bound for his second picture there is Richard Attenborough, whose recent brilliant performances I hailed so enthusiastically in my Laurel Award British survey. He will play an American sailor in Robert Wise's "The Sand Pebbles." . . . Mike Havas, who returned from America to find that more than 100,000 had applied for "Man from U.N.C.L.E." accreditation cards has done a deal for Rank Film Library to handle MGM's future 16mm releases. . . . Since Danny Kaye's press conference proved to be in connection with his conducting the Royal Philharmonic Orchestra for charity next February and not movies, I was able to relax and enjoy his wonderful wit. It was also nice to talk with Warren Cowan, who was accompanying him, and hear how our old friend George Glass is settling down in command of the Rogers and Cowan Hollywood production publicity setup.

ALBANY

Warners held a trade screening of "Never Too Late" at the SW Delaware. . . . United Artists division manager Al Glaubinger and Jim Fitter came in for a meeting with salesman David Litto. . . . Alan V. Iselin, president, Iselin Drive-Ins and producer of Allied Artists' Horror package, "Frankenstein Meets The Space Monster" and "The Curse Of The Voodoo," made a trip to Hollywood. . . . John Szczcerba, chief of maintenance, Schine Theatres, underwent surgery at Albany Medical Center Hospital. . . . William Leggerio, manager, Stanley, Utica, was among others pitching for heavy group seat purchases for the showing of Warners' La Scala Opera feature, "La Boheme." . . . John Serfustino, new Paramount Pictures' manager, will move his family from Buffalo. . . . Florence Thompson Torrey, Schine Enterprises' office manager, a 30-year veteran, is no longer a member of the organization. . . . Charles Horwitz, with Schine Circuit and hotels for 22 years, is now supervisor of Gloversville operations. . . . Lou Hart, former group manager at Auburn, is general manager of the film houses located in five states. He has moved his family to the Gove City. George Lynch continues as chief buyer, with Bill Kraemer as his assistant.

BUFFALO

Joseph P. Garvey, managing director, Schine's Granada, announces that the opening night of "The Agony and the Ecstasy," Dec. 23, will be sponsored by Theatre 5, Allentown. Says Garvey in discussing his Yuletide attraction, "So far on 'The Agony and the Ecstasy,' without running any ads, we have four nights sold out, which amounts to $10,000. This is the largest advance sale we have had at any time, prior to ads and the opening of the box office. Rosary Hill College has the Jan. 5 evening performance; St. Mark's Guild, Jan. 6; and St. Paul's Mothers Club, Jan. 11. We have several other nights pending, and this is a good indication that we will have an excellent run on this attraction." . . . The General Cinema Corporation of Boston is expected to open its Cinemas 1 and 2 during or around the Christmas or New Year's season, according to the latest information. Excellent progress is being made on the construction, valued at more than $1 million, in an extension of the mammoth Boulevard Mall on the Niagara Falls Boulevard. The one-floor theatres will have one auditorium of around 1200 seats and a second one with approximately 750. They will be joined by a single lobby. The theatres will be flanked by stores and offices that will be known as the Cinema Shops. The twin theatres will be the first indoor houses in the area snice the complete reconstruction of the Teck in 1946. . . . Theatre 5, Inc. has announced the imminent operation of the Allendale Theatre, in conjunction with William de Lys, New York, as the scene of "professionally produced" stage plays. The Allendale, one of Buffalo's oldest community theatres, was only recently reopened as a film house. A statement for Theatre 5-Gerard Marchette, manager, predicted occupation of the Allendale "not later than Nov. 22," by terms of a lease signed recently. De Lys and Marchette recently had announced a similar project for the Elmwood, currently being demolished to make way for a parking lot. . . . The Cinema downtown and the Amherst at Buffalo's city line will play "The Ipcress File," Universal production, in November, and manager James J. Hayes, Cinema; Emil Noah, manager, Amherst; Frank Quinlivan, city manager, Dipson Theatres; and Ed Hale, Universal publicist, all sat in the other day on a big advance promotion campaign. These same two theatres are going to play Buena Vista's "That Darn Cat" at Christmas, and Hayes, Noah, Quinlivan, and Frank Battaglia, publicity representative from New York, met with Jack Chinell, manager of the Buffalo BV branch, on the advance campaign. Tom Fenno, account executitve of WKBW radio, and Jim Arcara, sales manager for the same station, also sat in on the conference. . . . Buffalo's Film Row is mourning one of its best liked industryites, Abe Harris, for many years a member of the Buffalo sales staff of MGM and more recently covering the Rochester area, who passed away in Kodak Town.

CHARLOTTE

Wil-Kin, Inc., which sells theatre supplies and operates a theatre designing and remodeling service, has leased a two-story building at 305-07 South Church street, Charlotte, N. C.'s Film Row. The building was built for and occupied by the Charlotte branch of Paramount Pictures, which moved out about eight years ago after occupying the building for around eight years. The front and interior of the building are being remodeled, according to Harry Wayne, Wil-Kin's Charlotte manager. There are about 8,000 square feet of space on the two floors and basement, about three times as much as Wil-Kin has at its present locations at 229 South Church street and 129 West First street. The advertising department of Wilby-Kincey Theatres also will move into the new building from its old quarters on West Third street. Remodeling work is expcted to be completed in late November.

CHICAGO

Victor Victoroff, 77, theatrical producer here since 1920, died in Michael Reese Hospital. His widow, Annette, survives. . . . Mrs. Spiro J. Papas and Mrs. Louis L. Abramson are members of the NAC hospitality committee at 1965 NAC convention and trade show, Oct. 26-30, Ambassador Hotel, Los Angeles. . . . World premiere of "The War Lord" begins at Roosevelt on Nov. 11. . . . Derrill W. Stevenson, vice-president, fountain division, Crush International, Evanston, Ill., reports the addition of five new territorial managers to the company's sales force: James Sauer, upstate New York; John O'Connor, Boston and New England; Robert Mulvey, southern California; Meton Walden, Metropolitan N. Y. and Long Island. . . . "The Agony and the Ecstacy" will open at the Cinestage on Dec. 23 on a roadshow basis. Ann Marsters, Chicago's American movie critic, says that the film occasioned "lively bidding by several Chicago exhibitors.". . . Bill Madden, chairman of Variety Club's entertainment committee, sent out invitations to all barkers to attend a membership luncheon on Oct. 29, Pick-Congress Hotel. The luncheon is free to members who bring a prospective member. The recruiting of new members will help toward the club's fund raising program and its support of the La-Rabida Sanatarium and other charities. . . . Mae Tinee, Chicago Tribune movie critic, reports "Holiday Bookings All Set in Most Chicago Movie Houses." These are the films set for holiday fare: "The Battle of the Bulge," McVickers Cinerama; "Boeing-Boeing," Woods; "That Darn Cat," Chicago; "The Agony and the Ecstacy," Cinestage; "The Sound of Music," expected to continue its run at Michael Todd; and "The Tenth Victim," Loop and Carnegie.

CINCINNATI

Condolences are extended to the family of Charles Scott, 53, Vevay, Ind., exhibitor, who died from a heart attack Oct. 2. . . . Margaret Woodruff, Columbia booker, is the proud grandmother of William Thomas Woodruff. . . . MGM exchange expects to be in its new quarters on Film Row by Nov. 1. . . . The Grand Theatre, formerly operated by RKO, reopened under its new operator, Cincinnati Theatres, presenting "Bambole." The reconditioned house has a new air conditioning and heating system. The waiting area in the inner lobby has been sealed off by a wall from the auditorium and the screen. The 1383-seat auditorium was repainted a deep blue, accented by the gold curtain from the old Keith Theatre, which is being demolished by the core area project. The foyer and lobby carry out a white, pale yellow, and gold color scheme, and all floors are covered with tangerine carpets. The theatre is managed by Odis R. Owens, 29, former Keith manager, who began his career in the industry as an usher at the Grand when he was 16. . . . Cinema South, Dayton, O., operated by Ralph H. Winkler and Bob Mills, reopened with "Once A Thief." The 1000-seat former Belmont, is now a charming, intimate house. . . . Chakeres Theatres, operators of 30 indoor houses and 15 drive-ins in Ohio and Kentucky, reopened its completely renovated theatre in, Logan, O., with a benefit for the new Hocking Valley Hospital. Michael Chakeres, executive vice-president, at the opening ceremonies, accepted for president Phil Chakeres the key to the city and the gratitude expressed for his faith in the city of Logan by Mayor Jack Moorehead.

DALLAS

The Chateau, located in the Plymouth Park Shopping Center, Irving, Tex., has been opened by the Meagher Theatres. Opening attraction is "Lord Jim." The seating capacity is 822 and incorporates the latest development in viewing and seating comfort. The seats are arranged in staggered rows with extra space between rows. The projection and sound equipment is of the latest design. The circuit already operates four theatres in Dallas County, the Uptown in Grand Prairie, the Irving in Irving, the 183 D-I east of Irving on Highway 183, and the Park Plaza D-I west of Irving. Meagher Theatres are making plans for the construction of another new theatre in the Grapevine area. . . . The Festival is offering Monday through Thursday a special twin festivalue, a complete dinner and show for two for the special price of $6.95. The dinner is served at the facilities operated by the Festival adjacent to the theatre. . . . Turner Honea, manager, Palace has announced that the theatre will follow the policy of not allowing admittance during the last 30 minutes of Otto Preminger's new film, "Bunny Lake Is Missing." . . . James MacArthur, rising young star, is scheduled to visit Dallas to talk about his role in "The Bedford Incident." His mother, actress Helen Hayes, was in to discuss her new book. The film is to open on Nov. 3 at the Capri. . . . A farewell luncheon was held by the office force of Rowley United Theatres at the Statler Hilton Hotel honoring Alton Sims, who will be completing 28 years with the circuit and will leave to operate his own theatre in Mississippi.

DES MOINES

Shooting for the film, "The Hostage," has started at the Iowa state fair grounds near Des Moines. The poultry building on the grounds has been converted into a sound stage. The film is being produced by Heartland Productions, Inc., of Des Moines. Russell Doughten, Jr., is president of Heartland. . . . Players taking part in the film include Jennifer Lea, Ron Hagerthy, John Carradine, Dean Stanton, and Gene O'Kelly. Five-year old Danny Maertens, Davenport, Ia., also has been selected to play one of the key roles in the film.

HOUSTON

The longest local running road show film is "The Sound of Music" with Julie Andrews, now in its 30th week at the Alabama. "My Fair Lady" has the local record for the longest run when it ended a 42 plus week run. . . . Ben James, Manned Space Center public affairs officer, has been asked to be technical advisor on the comedy, "Way, Way Out," a forthcoming Jerry Lewis film. Malcolm Stuart will produce the film with Gordon Douglas directing. It will feature Lewis as a moon-based weatherman. Shooting locations may include the National Aeronautics and Space Administration in Houston and those at Cape Kennedy and Huntsville, Ala. . . . Hollywood film star Roger Smith was in the city stopping briefly enroute to Huntsville, Tex., where he appeared at the Huntsville Prison Rodeo as entertainer replacing Roger Miller. . . . Construction has been started on a 43,500 square foot building by Augie J. Schmitt to house his Houston Popcorn and Supply Co., and Champion Restaurant Equipment Co. Schmitt served two years as president and two years as chairman of the board of the National Association of Concessionaires.

JACKSONVILLE

Mrs. Iva Lowe, WOMPI manager at Florida State Theatres' San Marco Art Theatre, opened a run with the first Danish-made film to play in this city. It is an adult-oriented comedy, "Crazy Paradise." . . . The West Duval Junior Chamber of Commerce sponsored eight benefit performances of a cartoon carnival at Emory Robinson's Murray Hill, presented for groups of kindergarten children. . . . Hundreds of would-be patrons were turned away regretfully by Art Castner, manager of FST's surburban Edgewood, as thousands flocked to see three performances of Burton Holmes' "The Grand Tour of Europe" in color at advanced prices. . . . Hugh Alderman, Florida Times-Union's noted music critic, joined film writers Judge May and William Venus Means II in recommending the picturization of Puccini's "La Boheme" to the city's music lovers. Hugh told his readers that "you can enjoy for the first time the full dimension of opera on film" as he urged them to attend a performance of the grand opera by the La Scala Opera Co. during its exposure at the downtown Florida. As an industry service, groups of evening-gowned WOMPI members served as hostesses and usherettes at performances of "La Boheme." . . . Don Kay, New Orleans, head of Don Kay Enterprises, film distributors, visited local exhibition offices with his Florida salesman, Art Levy of this city. . . . Howard Pearl, United Artists publicist from New York and Detroit, arrived here for work with Byron Adams, UA manager, on exploitation programs for coming releases. . . . Albert E. Rook, local independent distributor, will have two feature films opening here in November. His "Second Fiddle" is set up for a run at the downtown Florida. It features the Nashville brand of country music and will be widely publicized here in advance by Marshall Roland, radio station WQIK, who journeyed to Nashville recently during National Country Music Week in order to interview stars of "Second Fiddle" for taped recordings to be used locally over WQIK. Al Rook's other local film break in November will be "The Farmer's Other Daughter" for saturation bookings at drive-in theatres. . . . Mrs. Nadine Palas, lovely daughter of Mrs. Lenore Kirkwood, a member of Florida State Theatres' home office staff, received a citation of honor from Delta Air Lines for services beyond her line of duty. Nadine made a special trip from Tampa, where she is a Delta reservations agent, to San Francisco to pick up two Korean orphans. She escorted them back to Florida and delivered them safely to their adoptive parents in Orlando. . . . When James A. Taylor left his job as assistant to Ted Chapin, manager, Daytona, Daytona Beach, and went into boot training with the Marine Corps at Parris Island, S. C., his place was taken by James E. Taylor, new manager trainee.

MIAMI, FLA.

Keith Hendee, Wometco Theatres supervisor for Broward and Palm Beach Counties, was elected president, Ft. Lauderdale Beach Kiwanis Club. . . . "Darling" will preview as a benefit for the National Parkinson Foundation's 21 Club at the Mayfair Art Theatre. . . . Frank Sunshine is now assistant to Joe St. Thomas in Wometco's concession and food department. He will work directly with the theatres in the Wometco chain in an effort to improve and expand the business, permitting a better liaison with theatre management at all levels. . . . Loew's Theatres, Inc., and Gilim, Inc., of Miami, jointly announced the signing of a lease for the construction of a new theatre in the Westchester Shopping Center, Coral Way. The lease was signed by Loew's executives Arthur Tolchin and Bernard Myerson, and George L. Marks, president of Gilim, Inc. The theatre will house 1200, with parking available for 1,500 cars. It will be equipped to show all film sizes from 35mm to 70mm, including Cinerama. Ten-track multi-channel transistorized sound will be installed. . . . The Miami Herald reports that south Florida is being searched by Universal for 15 American veterans of the Chasseur a' Pied 'Etrangers—the French Foreign Legion. The object of the hunt is to find the 15 bona fide ex-Legionnaires reported in this area to serve as extras and technical advisors for Universal's upcoming "Beau Geste." . . . Variety Club Tent 33's annual "Show of Shows" has been scheduled for February, 1966, and local theatremen on the committee include Stanley Stern, Gordon Spradley, and Franklin Maury. Thus far, 32 members of Tent 33 have registered for the international Variety Club convention in London in April. Miami Beach Mayor Elliott Roosevelt is the newest name to be added to the Variety Children's Hospital Wall of Faith. This wall denotes donors of $500 or more gifts to the hospital. . . . Diagnostic evaluation and treatment for children from two to 17 years of age is now provided to in-patients at Variety Children's Hospital in need of psychiatric care.

MEMPHIS

Tent 20 will send 30 members and wives to the 1966 Variety International London convention. Chief barker Fred Gattas and Mrs. Gattas will head the delegation. . . . James V. Sheahan, MGM press representative, came to Memphis to present on behalf of the Motion Picture Association of America the Boyd Martin Motion Picture Page plaque. The award was won by the Press-Scimitar, and included a $500 journalism scholarship. . . . Miss Lois Evans, Film Transit, president of the Memphis WOMPI, and Mrs. Mary Ann Bartlett, Fox, reported on the national convention of WOMPI at the September meeting. Mrs. Joe Keifer was hostess to the dinner meeting. Mrs. Mae Carper, Columbia, and Mrs. Juanita Hamblin, Malco, were presented gold charms for their participation in the Will Rogers Memorial Hospital collection. Miss Betty Bell, Film Transit, was welcomed as a new member. October projects of the group included a rummage sale and a weiner roast in Shelby Forest for 15 children from Porter Leath Orphanage. Transportation was in the Variety Club's Sunshine Coach, and the group voted to have the outing one of a series to be known as "Sunshine Sundays." Tent 20 has received letter of appreciation from two Memphis institutions as the result of the use of the Tent's Sunshine Coach and driver. Youth Service and B'nai B'rith Home and Hospital for the Aged wrote of benefits from the use of the Sunshine Coach. . . . Bel-Air Drive-In, Centerville, Tenn., states Grover Wray, Exhibitors' Services, closed for the season. . . . Mena Drive-In, Mena, Ark., closed, and Lyric, Mena, Ark., opened.

NEW HAVEN - HARTFORD

Allen M. Widem, Hartford Times amusements editor, flew back from a California vacation. . . . Irving Kass, Continental Distributing's exploitation department, conferred with George E. Landers and Richard Buzzell, E. M. Loew's Theatres, on Connecticut premiere of "Ghidrah." . . . Lockwood and Gordon disclosed plans to book 20th-Fox's "Those Magnificent Men in Their Flying Machines" and UA's "The Greatest Story Ever Told" into the Cine Webb and Cinerama, respectively, following extended engagements of Warners' "My Fair Lady" and UA's "The Hallelujah Trail. " . . . James M. Totman, Stanley Warner New England zone manager, has dropped Monday, Tuesday, and Thursday matinees for the Cinemart, Hamden, engagement of 20th-Fox's "The Sound of Music." . . . Springfield, Mass., notes: Charles Gaudino, formerly with Loew's Poli-New England Theatres Inc., has joined Western Massachusetts Theatres, Inc., in the newly-created capacity of district manager, based at the Suffolk, Holyoke, Mass. Erwin Cohen and his wife, Hilda, owners of the Bijou, have adopted a son, who'll be called Michael William. . . . Bob Tyminski, formerly assistant manager B&O Arcade, Springfield, is now with the Air Force, based at Selma, Ala. . . . Louis Williamson, formerly business agent, Springfield Motion Picture Operators Union, died suddenly at Mercy Hospital. . . . The Urban Renewal Administration has approved final plans for the 24-acre Trumbull St. Redevelopment Project in Hartford, including apparent accord with a proposal to build a civic coliseum. The URA has reserved a federal grant of $9,007,217 or 75 per cent of the net cost for the primarily non-residential project. Hartford Redevelopment Agency director Robert J. Bliss said the action removes major obstacle to plan implementation. The coliseum, to be located within the two blocks bounded by Ann, Church, Trumbull, and Asylum streets, will replace a tract now

PROGRESSIVE ELECTRIC
CONSTRUCTION CO. INC.
240 N. 13th ST. • PHILADELPHIA 7, PA.
35 Years of Theatre Construction
and Maintenance

CLARK TRANSFER, INC.

Terminals:

- **BOSTON, MASS**
  818 Albany Street, Roxbury 617-268-4682
- **NEW YORK, N. Y.**
  603 W. 46th Street . 212-246-0815
- **NORFOLK, VA.**
  316 South Main Street 703-545-3832
- **PHILADELPHIA, PA. (Executive Offices)**
  829 North 29th Street 215-232-3100
- **RICHMOND, VA.**
  312 South 17th Street 703-648-6083
- **TAMAQUA (HOMETOWN), PA.** 717-668-1727
  RD # 2
- **WASHINGTON, D. C.** 202-526-4800
  3194 Bladensburg Road, N. E.

containing the Allyn (ABC) and E. M. Loew's (independent).

PHILADELPHIA

The Motion Picture Associates of Philadelphia will hold its annual meting, election of officers and directors on Nov. 1 in the Variety Club Tent 13 in the Bellevue Stratford Hotel. Buffet supper will be served. . . . Don Hicks, president, Motion Picture Associates of Philadelphia, announced that their benefit show this year will be 20th-Fox's "The Agony and The Ecstasy," Goldman, Nov. 12. Tickets may be obtained from Milt Young, Columbia; or Mary Dooley, Paramount. . . . Ellis' Broad announced a series of Tuesday night film operas starting Oct. 26. Scheduled were "The Barber Of Seville," "Don Giovanni," "La Pique Dame," "Tosca," "Lucia di Lammermoor," and "Eugene Onegin". . . . With the entry of General Cinema Corporation into the local area, the duties of Robert R. Deitch, mid-Atlantic film buyer for the circuit, have been expanded. General Cinema's Cinema at the Baederwood Shopping Center and Cinema I and II at the Northeast Shopping Center will open soon. Deitch will continue to headquarter at General Cinema's mid-Atlantic zone offices in Orange, N. J.

SAN ANTONIO

Hollywood cowboy star Rex Allen has been signed for the 1966 San Antonio Livestock Show and Rodeo on Feb. 11 through 20 at the Joe Freeman Coliseum. . . . Henry Wilcoxon, veteran of 40 years in show business, was in the city in the interest of his latest motion picture, "The War Lord," in which he appears with Charlton Heston. He made his first Hollywood screen appearance when he played Mark Anthony opposite Claudette Colbert in "Cleopatra" in 1934. For the last 18 years, he has been active chiefly as a producer. During a television interview, Wilcoxon stated that he hopes to appear in a remake of "Beau Geste." . . . Lynn Kruger, manager, downtown Majestic, flagship of the Interstate Theatre Circuit, is recuperating at his home following surgery. Filling in for Krueger during his illness is Sid Shaenfield, assistant manager and treasurer. All of his friends in the industry wish Krueger a speedy recovery. . . . Theft of a filing box containing $47 in cash from Reed Film Service here was reported to police. . . . A yellow Rolls Royce is on display in front of the Josephine, where the film showing is "The Yellow Rolls Royce." George Kaczmar, manager, Josephine, said that it was a 1927 Phantom I Rolls Royce Town Sedan, the second series of cars produced by the company. The body, while not identical to the one in the film, is similar. Each car was custom built to the owner's specifications. The car is being restored to its original condition. . . . The closing notice has been posted for "Cat Ballou" at the Olmos which is currently in its ninth week. Booked to follow is the Italian comedy, "Casanova '70," starring Marcello Mastroianni with Virna Lisa. . . . Included among the stars to appear at the Alameda in a two hour stage presentation for four days will be Libertad Lamarque, glamorous screen star, and Clavillazo, screen comedian. . . . Mario Moreno, known to millions of moviegoers as the comedian "Cantinflas," was honored as "Mr. Amigo 1965" by the city of Brownsville, Tex. The ceremony before 850 persons was the climax of a three day celebration. "Cantinflas" was chosen as much for his many charitable deeds as his ability to bring happiness to the world. He gave the proceeds from his visit, including money taken in at a comic bullfight in Matamoros, Mex., to children's charities in Brownsville and Matamoros. . . . Moviegoers at Gilmer, Tex., will have some place to go again by the end of November. Cranfill Cox, Sr., and Cranfill Cox, Jr., announced they have contracted with a Fort Worth, Tex., decorator firm, Oscar May Co., to restore the old Strand Building on the southeast corner of the courthouse square. Gilmer's last remaining theatre, the Crystal, was destroyed by fire last July. For the last 40 years, members of the Cox family have been Gilmer's only movie theatre operators. In the post-World War II movie heyday, they operated the Crystal, Strand, and Carol Drive-In. The Strand building, once devoted primarily to westerns, has stood empty for 12 years.

SEATTLE

"The Great Race" moved into the Music Box, replacing "My Fair Lady," which enjoyed a long and successful run, and with the change in billing, Sterling Theatres took over management of the house. Allet Pippenger, former manager of the Lewis and Clark, assumed the operation for Sterling. . . . "La Boheme," from the world renowned La Scala Opera House in Milan, Italy, in Technicolor and new high fidelity sound, was a Warner Bros. presentation at the Orpheum for matinee and evening performances, Oct. 20 and 21. . . . The Victor Borge Show at the Seattle Opera House was sold out so quickly for its originally scheduled one-night stand that Northwest Releasing Corp. successfully negotiated for another evening performance for Oct. 31, with a Eugene, Ore., appearance in between. . . . The World Cavalcade film series opened in the Seattle Opera House with Nicol Smith's "Eternal Home." The series, is now in its 19th year.

Support Your
MOTION PICTURE ASSOCIATES
OF PHILADELPHIA, INC.

ANNUAL FUND-RAISING DRIVE

"THE AGONY AND THE ECSTASY"
GOLDMAN THEATRE
Friday Evening, November 12

For tickets, contact:
EDWARD ADLEMAN
NEW JERSEY MESSENGER SERVICE
WAlnut 5-3944

SERVISECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

MOTION PICTURE
EXHIBITOR
SHOWMEN'S TRADE REVIEW

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 29 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date, from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.

OCTOBER 27, 1965
SECTION TWO
VOL. 74 NO. 13

FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy
CAR—Cartoon
COMP—Compilation
D—Drama
DOC—Documentary
MD—Melodrama
MU—Musical
W—Western
NOV—Novelty
TRAV—Travelogue

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinerama
CS—CinemaScope
DC—Deluxe Color
DS—Dyaliscope
EC—Eastman Color
MC—MetroColor
PC—Pathe Color
PV—Panavision
RE—Reissue
TC—Technicolor
TE—Technirama
TS—Techniscope
VV—VistaVision
C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and data of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth

ALLIED ARTISTS DISTRIBUTED DURING THE PAST 12 MONTHS

6505 **BLOOD AND BLACK LACE**—MD—90m.—(TC)—Camaron Mitchell, Eve Bartok—5333 (10-20-65)—Okay adult horror meller—Woolner Brothers

6414 **BLOOD ON THE ARROW**—W-91m.—(DC)—Dale Robertson, Martha Hyer, Wendell Corey—5237 (12-16-64)—Old Fashioned fast moving western

6513 **CITY OF FEAR**—MD—88m.—Paul Maxwell, Terry Moore—5333 (10-20-65)—Espionage meller okay dualler—Made abroad

6511 **FINGER ON THE TRIGGER**—W—87m.—(TC; TS)—Rory Calhoun, James Philbrook, Silvia Solar—5333 (10-20-65)—Actionful western—Made in Spain

FOOL KILLER, THE—D-98.—Anthony Perkins, Edward Albert, Salome Jens — 5277 (4-28-65) — Off-beat drama can use special attention—Landau

6510 **GUNMEN OF THE RIO GRANDE**—W—86m.—(WS;C)—Guy Madison, Madeline Lebeau—5321 (9-1-65)—Okay western made in Spain

KING AND COUNTRY—D—90m.—Dirk Bogarde, Tom Courteney—5329 (10-6-65)—Stark drama has limited appeal—English made—Landau

6501 **MARA OF THE WILDERNESS**—D-90m.—(C)—Adam West, Linda Saunders—5293 (6-23-65)—Outdoor adventure is okay family program entry

6407 **NAKED KISS, THE**—D-92m.—Constance Towers, Anthony Eisley—5227 (11-4-64)—Fair Adult Programmer

6543 **PAWNBROKER, THE**—D-114m.—Rod Steiger, Geraldine Fitzgerald—5273 (4-14-65)—Shatteringly powerful drama heightened by superb acting—Landau

6504 **TAFFY AND THE JUNGLE HUNTER**—CMD—87m.—(TC)—Jacques Bergerac, Manuel Padilla, Shary Marshall—5333 (10-20-65)—Okay jungle adventure good for kids, and family audiences

6509 **TICKLE ME**—MU-90m.—(PV; DC)—Elvis Presley, Jocelyn Lane—5293 (6-23-65)—Loads of songs and gals brighten Presley starrer

6542 **UMBRELLAS OF CHERBOURG, THE**—NOV.—90m.—(C)—Catherine Deneuvre—5243 (12-30-64)—Unusual treatment for ordinary love story—French-made; English titles—Landau

6506 **YOUNG DILLINGER**—MD-102m.—Nick Adams, Mary Ann Mobley—5277 (4-28-65)—Typical crime does not pay meller

COMING

ANKLES AWAY—Kenneth Moore
BIKINI PARADISE—(EC)—Janette Scott, Keiron Moore
COUNTRY MUSIC CARAVAN—(EC;MTP70)—Ernest Tubbs
CURSE OF THE VOODOO—
ESCAPE BY NIGHT—Terence Longdon, Jennifer Jayne—English
FRANKENSTEIN MEETS THE SPACE MONSTERS—
GENTLE RAIN, THE—(C)—Christopher George
HOT SPY, COLD CORPSE—Kerwin Mathews
HUMAN DUPLICATORS—George Nader
LIFE IN DANGER, A—Derrin Nesbitt Julie Hopkins
MAGIC WEAVER, THE—(C)—Fairy Tale
MUTINY IN OUTER SPACE—William Leslie
OPERATION C.I.A.—Burt Reynolds
OSS 117—Irina Demich, Nadia Sanders
PIE IN THE SKY—Lee Grant, Richard Bray
RACING FEVER—(C)—Joe Morrison, Barbara Bigert
TENNESSEE JAMBOREE—(EC)—Jim Reeves, Ernest Tubbs

AMERICAN INTERNATIONAL DISTRIBUTED DURING THE PAST 12 MONTHS

6417 **ATRAGON**—MD-88m.—(Colorscope)—Japanese cast—5245 (1-20-65)—Good action import for program—Japanese-made

6503 **BEACH BLANKET BINGO**—CMU-98m.—(P.V.;PC))—Frankie Avalon, Annette Funicello, Deborah Walley—5285 (5-26-65)—Teeners will enjoy latest beach bash

6410 **CONQUERED CITY**—M-91m.—David Niven, Bem Gazzara, Lea Massari—5257 (3-3-65)—Wartime meller has names to help—Filmed abroad

6506 **GO GO MANIA**—MU-70m.—(TS;TC)—The Beatles, The Animals, Hermans Hermits—5285 (5-26-65)—Musical strictly for teens—English made

6509 **HOW TO STUFF A WILD BIKINI**—CC-93m.—(PV; PC)—Annette Funicello, Dwayne Hickman, Brian Donlevy—5301 (7-21-65)—Another wild entry for younger set

403 **LAST MAN ON EARTH, THE**—MD-86m.—Vincent Price—5241 (12-30-64)—Fascinating horror entry—Italian-made

6501 **LOST WORLD OF SINBAD, THE**—MD-90m.—(C; Wide Screen)—Toshiro Mifune—5261 (3-17-65)—Fair import has potential—Japanese-made, dubbed in English

6411 **OPERATION SNAFU**—C-93m.—Alfred Lynch, Sean Connery, Ann Beach—5257 (3-3-65)—Cute British service comedy—English-made

416 **PAJAMA PARTY**—CMU—83m.—(PV; PC)—Tommy Kirk, Annette Funicello, Elsa Lanchester—5229 (11-18-64)—Good for [illegible]

6510 **SERGEANT DEADHEAD**—CMU—90m.—(PV; PC)—Frankie Avalon, Deborah Walley, Fred Clark—5309 (8-18-65)—Cute teen comedy has angles to help

6508 **SKI PARTY**—MUC-90m.—(PV; PC)—Frankie Avalon, Deborah Walley, Dwayne Hickman—5293 (6-23-65)—Another gem for teen-agers

6505 **SWINGERS' PARADISE**—C-83m.—(TC; TS)—Cliff Richard, Susan Hampshire—5305 (8-4-65)—Fair comedy for program—English-made

6416 **TABOOS OF THE WORLD**—DOC. 97m.—(C)—Narration by by Vincent Price—5273 (4-14-65)—Outstanding, at times shocking, novelty

407 **TIME TRAVELERS, THE**—SFD-82m.—(C)—Preston Foster, Merry Anders—5225 (11-4-64)—Good science fiction entry

6419 **TOMB OF LIGEIA**—MD-81m.—(PC; PV)—Vincent Price Elizabeth Shepherd—5253 (2-17-65)—Good horror entry—English-made

404 **UNEARTHLY STRANGER**—MD-68m.—Jonn Neville—5241 (12-30-64)—Original sci-fi entry is well done—English-made

. . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

A

Across The River		Misc.
Adventures Of Scaramouche	A2	Emb
• Alfie		Par.
• After The Fox		UA
• Apache Uprising		Par.
Agent 8¾	A3	Cont.
Agony And The Ecstasy, The ...	A2	Fox
• Alphabet Murders, The	A2	MGM
• Alvarez Kelly		Col.
Americanization of Emily, The .	B	MGM
Amorous Adventure Of Moll Flanders	B	Par.
• And Now Miguel		U
And So To Bed		For.
Andy	A3	U

PLEASE NOTE . . .

This SERVISECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF

● Anyone for Venice?		UA
Apache Gold		AA
● Ankles Away	A1	Col.
Apache Rifles	A1	Fox
● Arabesque		U
Arizona Raiders, The	A2	Col.
● Around the World Under the Sea		MGM
Art of Love	A2	U
● Assault On A Queen		Par.
Atragon	A1	AI
Awful Dr. Orlof, The		For.

B

Baby, The Rain Must Fall	A2	Col.
Back Door To Hell	A2	Fox
Bambole	C	For.
● Bang! You're Dead		AI
● Battle of the Bulge		WB
Battle of Illa Florita, The	A3	WB
Beach Ball	B	Par.
Beach Blanket Bingo	A2	AI
Bebo's Girl	A3	Cont.
Bedford Incident, The		Col.
Before the Revolution		For.
● Bible, The		Fox
● Big Hand for the Little Lady, A		WB
● Bikini Paradise		AA
● Bikini Party In a Haunted House		AI
Billie		UA
● Billy The Kid Vs Dracula		EMB
Black Spurs	A2	Par.
Black Torment, The		For.
● Blindfold		U
Blood And Black Lace	B	AA
Blood On The Arrow	A2	AA
● Blue Max, The		Fox
● Boy, Did I Get A Wrong Number		UA
● Boeing—Boeing		Par.
● Born Free		Col.
Bounty Killer, The	A2	EMB
Boy Ten Feet Tall, A	A1	Par.
Brain, The		For.
Brainstorm	A3	WB
Breakfast at Tiffany's-Re	A3	Par.
● Brigand of Kandahar, The	A2	Col.
● Buddha	A3	Misc.
● Bullwhip Griffin		BV
Bunny Lake Is Missing	A3	Col.
Bus Riley's Back In Town	A3	U
Bus, The		Misc.

C

● Cabriola		Col.
Caddy, The-Re	A1	Par.
Caressed		For.
Casablan		For.
Casanova '70	B	Emb.
● Cast A Giant Shadow		UA
● Cat, The		EMB
● Cavern, The		Fox
● Centurions, The		Col.
Cat Ballou	A2	Col.
● Chase, The		Col.
Cheyenne Autumn	A1	WB
● Chinese Adventures In China		UA
Cincinnati Kid, The	B	MGM
Circle of Love	C	Cont.
● City In The Sea		AI
City Of Fear	B	AA
Clarence The Cross-Eyed Lion	A1	MGM
Code 7, Victim 5	A3	Col.
Collector, The	A4	Col.
● Convict Stage	A2	Fox
Conquered City	A1	A-I
Cool World, The	A4	Misc.
● Country Music Caravan		AA
Crack In The World	A2	Par.
Crazy Paradise		For.
Curse Of The Fly, The	A2	Fox
Curse of the Mummy's Tomb, The	A2	Col.
Curse of The Stone Hand		Misc.
● Curse of the Voodoo	B	AA

D

Dark Intruder	A2	U
Darling	A4	Emb.
● Daydreamer, The		Emb.
Dear Bridget	A1	Fox
Dear Heart	A3	WB
Devils of Darkness	B	Fox
Diary of a Chambermaid, The	B	For.
Die, Die, My Darling	A3	Col.
● Die, Monster, Die		A-I
Dingaka	A3	Emb.
Disorderly Orderly, The	A1	Par.
● Do Not Disturb		Fox
● Dr. Goldfoot And The Bikini Machine		AI
Dr. Terror's House Of Horrors	A2	Par.
● Doctor Zhivago		MGM
● Don't Worry, We'll Think Of A Title	A1	UA
● Duel At Diablo		UA

E

Earth Dies Screaming, The	A1	Fox
East Of Sudan	A1	Col.
Eleanor Roosevelt Story, The		Misc.
● El Dorado		Par.
● El Greco		Fox
Emil And The Detectives	A1	BV
● Escape By Night	A2	AA
Eva	B	For.
Eye Of The Needle, The		For.

6504 **WAR-GODS OF THE DEEP—MD-85m.—(Colorscope)—Vincent Price, Tab Hunter, Susan Hart—5293 (6-23-65)—Good programmer**

6502 **WAR OF THE ZOMBIES, THE—MD-85m.—(C; S)—John Drew Barrymore, Susi Andersen—5281 (5-12-65)—Another Italian spectacle for the program—Italian-made; dubbed in English**

TO BE REVIEWED

BANG! YOU'RE DEAD—Brett Halsey, Pier Angeli, Dana Andrews

BIKINI PARTY IN A HAUNTED HOUSE—(PU; C)—Tommy Kirk, Deborah Walley, Basil Rathbone

DIE, MONSTER, DIE—(C;S)—Boris Karloff

DR. GOLDFOOT AND THE BIKINI MACHINE—(PV; C)—Vincent Price, Frankie Avalon

FRANKENSTEIN MEETS THE GIANT DEVIL FISH—Nick Adams

PLANET OF THE VAMPIRES, THE—(TC); S)—Barry Sullivan, Susan Hart

BUENA VISTA

DISTRIBUTED DURING THE PAST 12 MONTHS

160 **EMIL AND THE DETECTIVES—C-99m.—(TC)—Walter Slezak, Bryan Russell—5221 (10-21-64)—Engaging Disney comedy for family and young viewers in particular—Filmed in Germany**

MONKEY'S UNCLE, THE—C-87m.—(TC)—Tommy Kirk, Annette, Leon Ames—5305 (8-4-65)—Fair Disney family-type comedy

TATTOOED POLICE HORSE, THE—D-48m.—(TC)—Sandy Sanders, Shirley Skiles—5225 (11-4-64)—Interesting featurette

THAT DARN CAT—C-116m.—(TC)—Hayley Mills, Dean Jones—5325 (9-22-65)—Attractive Disney entry for whole family

THOSE CALLOWAYS—D—131m.—(TC)—Brian Keith, Vera Miles, Brandon de Wilde—5229 (11-18-64)—Interesting outdoor drama could use a bit of editing

TO BE REVIEWED

BULLWHIP GRIFFIN—(TC)—Suzanne Pleshette, Karl Malden, Roddy McDowall

FIGHTING PRINCE OF DONEGAL, THE—(TC)—Peter McEnery, Susan Hampshire—English-made

FOLLOW ME, BOYS—(TC)—Fred MacMurray, Vera Miles, Charlie Ruggles

GNOMOBILE, THE—Walter Brennan, Tom Lowell

JUNGLE BOOK, THE—(TC)—Cartoon Feature

LT. ROBIN CRUSOE, U.S.N.—(TC)—Dick Van Dyke, Nancy Kwan

MONKEYS GO HOME—(TC)—Maurice Chevalier, Yvette Mimieux, Dean Jones

UGLY DACHSHUND, THE—(TC)—Dean Jones, Suzanne Pleshette

COLUMBIA

DISTRIBUTED DURING THE PAST 12 MONTHS

APACHE GOLD—W—91m.—(CS; EC)—Lex Barker, Marie Versini—5321 (9-1-65)—Okay lower half western—Filmed abroad; dubbed into English

ARIZONA RAIDERS—W-88m.—(TC; TS)—Audie Murphy, Gloria Talbott—5305 (8-4-65)—Good western entry with color added

65015 **BABY, THE RAIN MUST FALL—D-100m.—Lee Remick, Steve McQueen—5245 (1-20-65)—Good drama suffers from some slow** spcts

BEDFORD INCIDENT, THE—D—1022m.—Richard Widmark, Sidney Poitier, Martin Balsam—5334 (10-20-65)—Stark, poignant drama can be sold on many counts

BUNNY LAKE IS MISSING—D—107m.—(PV)—Carole Lynley, Keir Dullea, Laurence Olivier—5334—(10-20-65)—Exercise in tension and suspense holds interest—Made in England

65026 **CAT BALLOU—CW-96m.—(C)—Jane Fonda, Lee Marvin, Michael Callan—5281 (5-12-65)—Off-beat western is cute and comic**

65011 **CODE 7, VICTIM 5—MD—88m.—(TS; TC)—Lex Barker, Ann Smyrner—5229 (11-18-64)—Good program entry—Filmed in** South Africa

COLLECTOR, THE—D-119m.—(TC)—Terence Stamp, Samantha Eggar—5285 (5-26-65)—Intriguing, off-beat drama

65009 **CURSE OF THE MUMMY'S TOMB, THE—MD-81m.—(TS; TC)—Terence Morgan—5249 (2-3-65)—Exploitable horror entry—English-made**

65020 **DIE, DIE, MY DARLING—MD-97m.—(EC)—Tallulah Bankhead, Stefanie Powers, Maurice Kaufman—5273 (4-14-65)—Good suspense shocker for horror fans—English-made**

65013 **EAST OF SUNDAN—MD-84m.—(TS; TC)—Anthony Quale, Sylvia Syns—5253 (2-17-65)—Well made escape yarn has Kipling flavor—English-made**

65012 **FIRST MEN IN THE MOON—MD-103m.—(PV; Lunacolor)—Edward Judd, Lionel Jeffries, Martha Hyer—5221 (10-21-64)—Good science fiction entry—Filmed in England**

66002 **GENGHIS KHAN**—MD-124m.—(PV; TC) Omar Sharif, Stephen Boyd, James Mason, Francoise Dorleac—5277 (4-28-65)—Impressive adventure entry—Filmed abroad

65010 **GORGON, THE—MD-83m.—(EC)—Peter Cushing, Christopher Lee—5249 (2-3-65)—Okay horror entry—English-made**

GREAT SIOUX MASSACRE, THE—MD—91m.—(CS;PC)—Joseph Cotten, Pilip Carey, Nancy Kovack—5329 (10-6-65)—Okay programmer

HARVEY MIDDLEMAN, FIREMAN—C-75m.—(C)—Gene Troobnick, Hermione Gingold—5301 (7-21-65)—Simple, amusing offering has satiric bite

LITTLE ONES, THE—MD—66m.—Carl Gonzales, Kim Smith—5325 (9-22-65)—Good programmer-English-made

66001 **LORD JIM—D-154m.—(Super Panavision 70; (TC)—Peter O'Toole, James Mason, Curt Jurgens, Dahlia Lavi—5257 (3-3-65)—Conrad novel makes for fascinating adventure—Filmed abroad**

65017 **LOVE HAS MANY FACES—D-105m.—(EC)—Lana Turner, Cliff Robertson, Hugh O'Brian—5253 (2-17-65)—Highly lavish tale for the ladies**

65018 **MAJOR DUNDEE—MD-124m.—(PV; EC)—Charlton Heston, Richard Harris, Senta Berger—5261 (3-17-65)—Entertaining, action-packed chase film**

MICKEY ONE—D—93m.—Warren Beatty, Hurd Hatfield, Alexandria Stewart—5329 (10-6-65)—Unusual offering needs special attention

65016 **OUTLAWS IS COMING, THE—C-89m.—Three Stooges, Nancy Kovack—5245 (1-20-65)—Okay entry for kiddie and family trade**

THESE ARE THE DAMNED—D-77m.—(Hammerscope)—Macdonald Carey, Shirley Anne Field, Viveca Lindfors—5301 (7-21-65)—Adequate supporting fare—English-made

66004 **SHIP OF FOOLS—D—150m.—Vivien Leigh, Simone Signoret, Jose Ferrer—5281 (5-12-65)—A shipload of strangers on a voyage provides interesting film fare .**

65021 **SYNANON**—D-107m.—Edmond O'Brien, Chuck Connors, Stella Stevens, Alex Cord—5282 (5-12-65)—Gripping, well-made drama on effort to aid drug addicts

TREASURE OF SILVER LAKE—W—82m.—(CS; EC)—Lex. Barker, Karin Dor—5321 (9-1-65)—Fair western—Filmed abroad

65014 **WORLD WITHOUT SUN—DOC-93m.—(C)—Produced by Jacques-Yves Cousteau—5241 (12-30-64)—Fairly interesting under-sea documentary**

COMING

ALVAREZ KELLY—(PV; C)—William Holden, Richard Widmark, Janice Rule

BORN FREE—(PV; C)—Bill Travers, Virginia McKenna

BRIGAND OF KANDAHAR, THE—(C)—Ronald Lewis, Yvonne Romain, Oliver Reed

CABRIOLA—(C)—Marisol, Angel Peralta—Spanish-made

CENTURIONS, THE—(PV; C)—Anthony Quinn, Claudia Cardinale

CHASE, THE—(PV; C)—Marlon Brando, Jane Fonda

FOG—(EC)—John Neville, Donald Houston—English-made

FRONTIER HELLCAT—(CS; C)—Elke Sommer, Stewart Granger

HEROES OF TELEMARK—(PV; C)—Kirk Douglas, Richard Harris

KING RAT—George Segal, Tom Courtenay, James Fox

LAST OF THE RENEGADES—(CSiC)—Lex Barker

LIFE AT THE TOP—Laurence Harvey, Jean Simmons—English-made

LITTLE PRINCE AND THE EIGHT-HEADED DRAGON, THE—(S; C)—Japanese-Made Feature Cartoon

MAGIC WORLD OF TOPO GIGIO, THE—(C)—The Italian Mouse

NIGHT OF THE TIGER, THE—(C)—Chuck Connors

SILENCERS, THE—(PV; C)—Dean Martin, Stella Stevens

THAT MAN IN ISTANBUL—(WS. C)—Horst Bucholz

THREE ON A COUCH—(C)—Jerry Lewis, Janet Leigh

TROUBLE WITH ANGELS, THE—(C)Rosalind Russell, Hayley Mills, Binnie Barnes

WALK, DON'T RUN—Cary Grant, Samatha Eggar, Jim Hutton

WINTER A-GO-GO—(C)—James Stacy, Jill Donohue

WRONG BOX, THE—(C)—John Mills, Ralph Richardson—English-made

YOU MUST BE JOKING—Michael Callan, Terry-Thomas-English-made

CONTINENTAL (WALTER READE-STERLING, INC.)

AGENT 8¾—C-98m.—(C)—Dirk Bogarde, Sylva Koscina—5301 (7-21-65)—Amusing espionage entry—English-made

BEBO'S GIRL—D-94m.—Claudia Cardinale, George Chakiris—5237 (12-16-64)—Fair import—Italian-made; English titles

CIRCLE OF LOVE—D-105m.—(EC)—Jane Fonda, Maurice Ronet, Catherine Spaak—5269 (3-31-65)—Affairs of the bedroom best suited for adult art and exploitation spots—Filmed abroad; dubbed in English

GHIDRAH, THE THREE-HEADED MONSTER—MD—85m.—(Tohoscope; EC)—Japanese cast—5334 (10-20-65)—Good science fiction entry—Japanese-made; dubbed in English

LOVE GODDESSES, THE—COMP.-82m.—Stars of yesteryear—5258 (3-3-65)—Exploitable, moderately successful compilation of film clips

MEDITERRANEAN HOLIDAY—TRAV-128m.—(CS; TC)—Narration by Burl Ives—5221 (10-21-64)—Excellent travelogue

RAILROAD MAN, THE—D—105m.—Pietro Germi, Luisa Della Noce, Sylva Koscina—5339 (10-20-65)—Fine import—Italian-made; English titles

RATTLE OF A SIMPLE MAN—CD-96m.—Harry H. Corbett, Diane Cilento—5237 (12-16-64)—Good entry for adult art house audiences—English-made

SLAVE TRADE IN THE WORLD TODAY—DOC.-86m.—(EC)—Produced by Meleno Malenotti—5233 (12-3-64)—Interesting documentary—Filmed abroad
TIME OF INDIFFERENCE—D—84m.—Rod Steiger, Claudia Cardinale, Shelley Winters—5335 (10-20-65)—Names may help moderately entertaining import—Filmed in Italy—English language
UNDERWORLD INFORMERS—MD—105m.—Nigel Patrick, Catherine Woodville, Margaret Whiting—5335 (10-20-65)—Hard-hitting thriller about British underworld—English-made

COMING

OMICRON—Renato Salvatori
WORLD'S GREATEST SWINDLES—International Cast

EMBASSY

ADVENTURES OF SCARAMOUCHE, THE—MD-98m.—(C)—Gerard Barray, Gianna Maria Canale—5233 (12-3-64)—Okay swashbuckler for the program—French-Italian made; dubbed in English
BOUNTY KILLER, THE—W-92m.—(TC;TS)—Dan Duryea, Rod Cameron, Audrey Dalton—5294 (6-23-65)—Okay western program
CASANOVA '70—C-113m.—(C)—Marcello Mastroianni, Virna Lisi—5305 (8-4-65)—Fun and romance Italian style Italian-made; English titles.
DARLING—D—122m.—Laurence Harvey, Dirk Bogarde, Julie Christie—5309 (8-18-65)—Intriguing entry for adults—English-made
DINGAKA—MD-98m.—(C)—Stanley Baker, Juliet Prowse—5285 (5-26-65)—Off beat tale of African native's search for vengeance is okay programmer—Filmed abroad
FASCIST, THE—CD-102m.—Ugo Tognazzi, Georges Wilson—5297 (7-7-65)—Amusing tale of ironies of war—Italian-made; English titles
IL SUCCESSO—D-103m.—Vittorio Gassman, Anouk Aimee—5286 (5-26-65)—Interesting Import—Italian-made; English titles
KIMBERLEY JIM—D-82m.—(WS; C)—Jim Reeves, Madeleine Usher—5278 (4-28-65)—Pleasant programmer—Filmed abroad
LITTLE NUNS, THE—CD—101m.—Catherine Spaak, Didi Perego, Umberto D'Orsi—5324 (9-22-65)—Cute offering for program—Filmed abroad; dubbed in English
MARRIAGE ITALIAN STYLE—D-102m.—(EC)—Sophia Loren, Marcello Mastroianni—5241 (12-30-64)—Interesting Import with potent names—Italian-made: English titles
REQUIEM FOR A GUNFIGHTER—W-91m.—(TS; TC)—RodCameron, Stephen McNally—5297 (7-7-65)—Fair western
SANTA CLAUS CONQUERS THE MARTIANS—FAN—80m.—(EC)—Leonard Hicks, John Call—5230 (11-18-64)—Cute seasonal entry for the kiddies
SEASIDE SWINGERS—CMU-94m.—(CS; TC)—John Leyton, Mike Sarne, Freddie and the Dreamers—5289 (6-9-65)—Amusing programmer aimed at teens—English-made
SECRET OF MAGIC ISLAND, THE—NOV-63m.—(EC)—Narration by Philip Tonken—5278 (4-28-65)—Cute bit of fluff strictly for kiddies—French-made
THREE PENNY OPERA—MU-83m.—(EC)—Curt Jurgens, Hildegarde Neff, Sammy Davis Jr.—5237 (12-16-64)—Mediocre film of famous stage offering—German-made: dubbed in English
VILLAGE OF THE GIANTS—CD—80m.—(Perceptovision; C)—Tommy Kirk, Johnny Crawford, Ronny Howard—5335 (10-20-65)—Good programmer aimed at teens

COMING

BILLY THE KID VS DRACULA—(C)—John Carradine, Chuck Courtney
CAT, THE—(WS; C)—Dwayne Redland, Peggy Ann Gardner
DAYDREAMER, THE—(Live Action and Animagic)—Jack Gilford
GITI—(WS; TC)—Jack Chaplain, Heather North
ITALIANO BRAVA GENTE—Arthur Kennedy, Peter Falk
PARANOIA—Marcello Mastroianni, Catherine Speak
TENTH VICTIM, THE—Marcello Mastroianni, Ursula Andress, Elsa Martinelli
TRAMPLERS, THE—(CS; EC)—Gordon Scott, Joseph Cotten

MGM

DISTRIBUTED DURING THE PAST 12 MONTHS

508 **AMERICANIZATION OF EMILY, THE**—CD-115m.—James Garner, Julie Andrews, Melvyn Douglas—5225 (11-4-64)—Solid entertainment for adult audiences
6505 **CINCINNATI KID, THE**—D—113m.—(MC)—Steve McQueen, Edward G. Robinson, Ann-Margret—5335 (10-20-65)—Well cast and produced drama will need sales push to offset relatively limited appeal of theme
6519 **CLARENCE, THE CROSS-EYED LION**—C-98m.—(MC)—Marshall Thompson, Betsy Drake—5254 (2-17-65)—Whimsical farce is fine family offering
512 **GET YOURSELF A COLLEGE GIRL**—CMU-86m.—(MC)—Mary Ann Mobley, Chad Everett, Willard Waterman—5233 (12-3-64)—Watusi dance fling for teenagers
6518 **GIRL HAPPY**—CMU-96m.—(PV; MC)—Elvis Presley Shelley Fabares—5246 (1-20-65)—Okay Presley entry
GREAT SPY MISSION, THE—See Operation Crossbow
GREED IN THE SUN—MD—112m.—(CS)—Jean-Paul Belmondo, Andrea Parisy—5325 (9-22-65)—Neat adventure import—French-made; English titles
6522 **GUNFIGHTERS OF CASA GRANDE**—W-92m.—(CS;MC)—Alex Nicol, Diana Lorys—5274 (4-14-65) Big scale western lacking in names—Filmed abroad
6521 **HERCULES, SAMSON AND ULYSSES**—MD-85m.—(EC)—Kirk Morris, Richard Lloyd—5282 (5-12-65)—Italian-made spectacle with legendary heroes—Italian-made; dubbed In English
6609 **HILL, THE**—D—120m.—Sean Connery, Harry Andrews, Ian Bannen—5329 (10-6-65)—Pewerful, grim drama of life in a military prison—English-made
6523 **HYSTERIA**—MD-86m.—Robert Webber, Lelia Goldoni—5269 (3-31-65)—Muddled meller for program—English-made
6524 **JOY IN THE MORNING**—D-103m.—(MC)—Richard Chamberlain, Yvette Mimieux—5261 (3-17-65)—Romantic drama should have strong appeal for young adults
506 **JOY HOUSE**—MD-98m.—(Franscope)—Jane Fonda, Lola Albright, Alain Delon—5225 (11-4-64)—Okay adult programmer—Made In France
LAUREL AND HARDY'S LAUGHING '20's—COMP—91m.—Laurel and Hardy—5309 (8-18-65)—Nostalgic Robert Youngson compilation of old comedies provides laughs
515 **LILI**—D-81m.—(TC)—Leslie Caron, Mel Ferrer, Jean Pierre Aumont—5226 (11-4-64)—Reissue of high rating romantic drama for class and art spots—Reissue
6603 **LOVED ONE, THE**—C—116m.—Robert Morse, Jonathan Winters, Anjanette Comer—5336 (10-20-65)—Weird, off-beat satire for selective audiences
6602 **ONCE A THIEF**—MD—107m.—(PV)—Alain Delon, Ann-Margret, Van Heflin—5321 (9-1-65)—Effective tale of a loser
6529 **OPERATION CROSSBOW (THE GREAT SPY MISSION)**—D-116m.—(PV, MC)—Sophia Loren, George Peppared, Trevor Howard—5274 (4-14-65)—Well-made, exciting tale of espionage in war
6514 **QUICK BEFORE IT MELTS**—C-98m.—(PV; MC)—George Maharis, Anjanette Comer, Robert Morse—5238 (12-16-64)—Amusing comedy
6516 **ROUNDERS, THE**—C-85m.—(PV; MC)—Glenn Ford, Henry Fonda—5246 (1-20-65)—Adult western horse story
6520 **SANDOKAN THE GREAT**—MD-110m.—(TS; TC)—Steve Reeves—5274 (4-14-65)—Action packed jungle adventure—Italian-made; dubbed in English
SANDPIPER, THE—D-116m.—(PV; MC)—Elizabeth Taylor, Richard Burton—5297 (7-7-65)—Lush Taylor-Burton love story is boxoffice natural
6604 **SECRET OF MY SUCCESS, THE**—C—112m.—(PV;C)—Shirley Jones, Stella Stevens, James Booth—5330 (10-6-65)—Cute comedy—Filmed abroad
6526 **SHE**—MD-106m.—(CS; TC)—Ursula Andress, John Richardson—5274 (4-14-65)—Large scale film version of famous novel is exploitable—English-made
6515 **SIGNPOST TO MURDER**—D-79m.—(PV)—Stuart Whitman, Joanne Woodward—5238 (12-16-64)—Bizarre whodunit for program—English-made
513 **36 HOURS**—D-115m.—(PV)—James Garner, Rod Taylor, Eva Marie Saint—5233 (12-3-64)—Interesting drama
VICE AND VIRTUE—MD—103m.—Annie Girardot, Catherine Deneuve, Robert Hossein—5262 (3-17-65)—Nazis In occupied France subject of strong Roger Vadim film—French-made; dubbed in English
YELLOW ROLLS-ROYCE, THE—122m.—(MC; PV)—Rex Harrison Shirley MacLaine, Ingrid Bergman, Omar Shariff—5246 (1-20-65)—Names should make this episodic offering a boxoffice natural—English-made
6517 **YOUNG CASSIDY**—D-110m.—(TC)—Rod Taylor, Flora Robson—5258 (3-3-65)—Fine drama for discriminating audiences—Made in England
505 **YOUNG LOVERS, THE**—D-108m.—Peter Fonda, Sharon Hugueny, Nick Adams—5222 (10-21-64)—Adult drama of college love should attract.
509 **YOUR CHEATIN' HEART**—MUd-99m.—(PV)—George Hamilton, Susan Oliver, Red Buttons—5222 (10-21-64)—Country music entry is fair programmer
6525 **ZEBRA IN THE KITCHEN**—CD-93m.—(MC)—Jay North, Martin Milner, Joyce Meadows—5262 (3-17-65)—Okay family picture especially for kid matinees

COMING

ALPHABET MURDERS, THE—Tony Randall, Anita Ekberg—English-made
AROUND THE WORLD UNDER THE SEA—(Panavision 65 MC)—Lloyd Bridges, Brian Kelly, Shirley Eaton
DOCTOR ZHIVAGO—(PV MC)—Omar Sharif Rita Tushingham, Tom Courtenay, Alec Guinness
GLASS BOTTOM BOAT, THE—(PV MC)—Doris Day Rod Taylor
HARUM SCARUM—(PV; MC)—Elvis Presley, Mary Ann Mobley
HOTEL PARADISO—(PV; C)—Alec Guinness, Gina Lollobrigida
LIQUIDATOR, THE—(PV; MC)—Rod Taylor, Trevor Howard, Jill St. John—English-made
LADY L—(PV)—Sophia Loren, Paul Newman, David Niven

F

Face of Fu Manchu, The		For.
Face of the Screaming Werewolf		Misc.
Family Jewels, The	A1	Par.
Fanny Hill		For.
● Fantastic Voyage		Fox
Fascist, The		EMB.
Father Goose	A1	U
Ferry Cross The Mercey	A1	UA
Fiendish Ghouls, The		For.
● Fighting Prince of Donegal, The		BV
Finger On the Trigger		AA
● Fine Madness, A		WB
First Men In The Moon	A1	Col.
● Flight Of The Phoenix, The		Fox
Flower Drum Song-Re	A2	U
Fluffy	A1	U
● Fog		Col.
● Follow Me, Boys		BV
Fool Killer, The	A2	AA-Landau
Fort Courageous	B	Fox
Four Days In November	A1	UA
● Frankentstein Meets The Giant Devil Fish		A-I
● Frankenstein Meets the Space Monsters		AA
● Frankie and Johnny		UA
● Frontier Hellcat		Col.
● Funny Thing Happened On The Way To The Forum, A		UA

G

Genghis Khan	A3	Col.
● Gentle Rain, The		AA
Get Yourself A College Girl	B	MGM
Ghidrah, The Three-Headed Monster		Cont.
● Ghost And Mr. Chicken, The		U
Girl Happy	B	MGM
Girls On The Beach	B	Par.
● Giti	A1	EMB
● Glass Bottom Boat, The		MGM
Glory Guys, The	A2	UA
● Gnomobile, The		BV
Go-Go Big Beat		For.
Go Go Mania	A1	A-I
Goldfinger	A3	UA
Goodbye Charlie	A3	Fox
Gorgon, The	A2	Col.
Great Race, The	A1	WB
Great Sioux Massacre, The	A2	Col.
Greatest Story Ever Told, The	A1	UA
Greed In The Sun	A3	MGM
● Group, The		UA
Great Spy Mission, The (See Operation Crossbow)		MGM
Guide, The	A3	For.
Gunfighters, At Casa Grande	A2	MGM
Gunmen Of The Rio Grande		AA
● Gunpoint		U
Guns Of August	A1	U

H

Hallelujah Trail, The	A1	UA
● Harum Scarium	A2	MGM
Harlow	B	Misc.
Harlow	A3	Par.
Harvey Middleman, Fireman	A2	Col.
Having A Wild Weekend	A3	WB
● Hawaii		UA
Help!	A1	UA
Hercules Against the Moon Men		For.
Hercules, Samson and Ulysses	A1	MGM
Hercules vs The Giant Warriors		For.
● Heroes Of Telemark		Col.
High Infidelity	C	For.
High Wind In Jamaica, A	A2	Fox
Hill, The	A4	MGM
Horrors Of Spider Island		Misc.
Horrible Dr. Hichcock, The		For.
Horror Of It All The	A2	Fox
● Hot Spy, Cold Corpse		AA
● Hotel Paradiso		MGM
Hours Of Love, The		For.
How To Murder Your Wife	A3	UA
● How To Steal A Million Dollars And Live Happily Ever After		Fox
How To Stuff A Wild Bikini	B	A-I
● Human Duplicators		AA
Hush, Hush, Sweet Charlotte	A3	Fox
Hysteria	A3	MGM

I

● Idol, The		Par.
I Saw What You Did	A3	U
I'll Take Sweden	B	UA
Il Successo	A3	EMB
Image Of Love	C	Misc.
Imitation Of Life-Re	A3	U
● Incident At Phantom Hill, The	A1	U
In Harm's Way	B	Par.
Inheritance The		Misc.
● Inside Daisy Clover		WB
● Italiano Brava Gente		EMB
Invitation To a Gunfighter	A3	UA
Ipcress File, The	A2	U
● Is Paris Burning?		Par.

J

John Goldfarb, Please Come Home	B	Fox

Joy House	B	MGM
Joy In The Morning	A3	MGM
● Judith		Par.
● Jungle Book, The		BV

K

● Khartoum		UA
● Kid Rodelo		Par.
King And Country		AA-Landau
Kimberley Jim	A2	Emb.
● King Rat	A3	Col.
Kiss Me, Stupid	C	Misc.
Kitten With A Whip	B	U
Knack, The	A4	UA

L

La Boheme	A2	WB
● Lady L		MGM
Last Men On Earth, The	A2	AI
● Last of the Renegades		Col.
Last Woman of Shang The		For.
Laurel and Hardy's Laughing 20's	AI	MGM
● Lt. Robin Crusoe, U.S.N.		BV
● Life At The Top		Col.
● Life In Danger, A	A2	AA
Life Upside Down		For.
Lili-RE	A2	MGM
● Liquidator, The		MGM
Little Nuns, The	AI	Emb.
Little Ones, The	A2	Col.
● Little Prince And The Eight-Headed Dragon, The		Col.
Living It Up-Re	AI	Par.
Lord Jim	A2	Col.
● Lord Love A Duck		UA
Lost World Of Sinbad	B	A-I
Love And Kisses	A2	U
Love A La Carte	A4	For.
Love Goddesses	C	Cont.
Love Has Many Faces	B	Col.
Love In Four Dimensions		For.
Loved One, The	B	MGM

M

● Mad Executioneers, The	A2	Par.
Mme Olga's Message Parlor		Misc.
● Madame X		U
● Made In Paris		MGM
● Mademoiselle		UA
Maedchen In Uniform		For.
● Magic Weaver, The		AA
● Magic World of Topo Gigio, The	AI	Col.
Major Dundee	A2	Col.
Male Hunt	B	For.
● Men Could Get Killed, A		U
Men From Button Willow, The	AI	Misc.
Men In The Dark	A3	U
Man Who Couldn't Walk, The		For.
Mara Of The Wilderness	AI	AA
Marriage-Italian Style	A4	Emb.
Marriage On The Rocks		WB
Married Woman, The		For.
Masquerade	A2	UA
● Maya		MGM
McHale's Navy Joins the Air Force	AI	U
Mediterranean Holiday	AI	-Cont.
Mickey One	A3	Col.
Mirage	A2	U
● Mister Buddwing		MGM
Mister Moses	A2	UA
Model Murder Case, The		For.
● Modesty Blaise		Fox
Moment Of Truth, The	A4	For.
● Moment To Moment	A3	U
● Monkeys Go Home		BV
Monkey's Uncle, The	AI	BV
● Money Trap, The	B	MGM
Moro Witch Doctor	A2	Fox
Morituri (The Saboteur)	A3	Fox
● Moving Target, The		WB
Murieta	AI	WB
● Mutiny In Outer Space		AA
My Baby Is Black		For.
My Blood Runs Cold	A2	WB
My Fair Lady	AI	WB
● My Last Duchess		Par.

N

Naked Brigade, The	A2	U
Naked Kiss, The	A3	AA
● Naked Prey, The	B	Par.
Nanny, The	A3	Fox
Nasty Rabbit, The		Misc.
● Nevada Smith		Par.
● Never Too Late		WB
New Angels, The	C	For.
● New World, A		UA
● Night of The Grizzly		Par.
● Night Of The Tiger, The		Col.
Night Walker, The	A2	U
Nightmare In The Sun	A3	Misc.
Nobdoy Waved Goodbye	A2	For.
None But The Brave	A2	WB
Not on Your Life		For.
Nothing But A Man	A3	Misc.

MADE IN PARIS—(PV; MC)—Ann-Margret, Louis Jourdan
MAYA—(PV, MC)—Clint Walker, Jay North
MISTER BUDDWING—(PV)—James Garner, Jean Simmons, Suzanne Pleshette
MONEY TRAP, THE—(PV)—Glenn Ford, Elke Sommer
PATCH OF BLUE, A—(PV)—Sidney Poitier, Shelley Winters
SEVEN WOMEN—(PV; MC)—Anne Bancroft, Sue Lyon, Margaret Leighton
SINGING NUN, THE—Debbie Reynolds, Chad Everett, Ricardo Montalban, Greer Garson
SON OF A GUNFIGHTER—(CS: C)—Russ Tamblyn Kieron Moore
THERE'S NO PLACE LIKE SPACE—(PV; MC)—Herman's Hermits
13—Kim Novak, David Niven, Flora Robson
WHEN THE BOYS MEET THE GIRLS—Connie Francis, Harve Presnell, Joby Baker
WHERE THE SPIES ARE—PV)—David Niven, Francoise Doriec

PARAMOUNT DISTRIBUTED DURING THE PAST 12 MONTHS

6420 AMOROUS ADVENTURES OF MOLL FLANDERS, THE—C-126m.—(PV;TC)—Kim Novak, Richard Johnson, Angela Lansbury—5286 (5-26-65)—Naughty but nice funfest for adults—Made in England
6515 BEACH BALL—CMU—83m.—(TC)Edd Byrnes, The Supremes—5530 (10-6-65)—Okay entry for teen set
6414 BLACK SPURS—W-81m.—(TC; TS)—Rory Calhoun, Terry Moore, Linda Darnell, Scott Brady—5282 (5-12-65)—Satisfactory action for western fans with names to help
6407 BOY TEN FEET TALL, A—D-88m.—(CS; TC)—Edward G. Robinson, Constance Cummings, Fergus McClelland—5246 (1-20-65)—Interesting entry for young and old alike—Filmed abroad
R6505 BREAKFAST AT TIFFANY'S—C—115m.—(TC)—Audrey Hepburn, George Peppard—5322 (9-1-65)—Reissue of sophisticated entry is best for big city spots
R6402 CADDY, THE—C-95m.—Dean Martin, Jerry Lewis—5222 (10-21-64)—Reissue should have Martin-Lewis appeal—Reissue
6410 CRACK IN THE WORLD—MD-96m.—(TC)—Dana Andrews, Janette Scott—5254 (2-17-65)—Good science fiction entry
6406 DISORDERLY ORDERLY, THE—C-90m.—(TC)—Jerry Lewis, Susan Oliver—5238 (12-16-64)—Typical Jerry Lewis farce primarly for kids
6415 DR. TERROR'S HOUSE OF HORRORS—D-98m.—(TC)—Peter Cushing, Christopher Lee—5275 (4-14-65)—Off-beat horror entry has interest—English-made.
6422 FAMILY JEWELS, THE—C-100m.—(TC)—Jerry Lewis, Donna Butterworth—5294 (6-23-65)—Typical Lewis zaniness strictly for his fans
6419 GIRLS ON THE BEACH, THE—MU-80m.—(TC)—Martin West, Noreen Corcorah, The Crickets, The Beach Boys, Lesley Gore—5282 (5-12-65)—Bikinis plus rock 'n' roll add up to teen fun
6423 HARLOW—D-125m.—(PV; TC)—Carroll Baker, Martin Balsam, Red Buttons—5297 (7-7-65)—Well-made, interesting biofilm about yesterday's love goddess
6418 IN HARM'S WAY—D-165m.—(PV)—John Wayne, Kirk Douglas, Patricia Neal—5269 (3-31-65)—Impressive entertainment should register well with general audiences
R6502 LIVING IT UP—CMU—95m.—(TC)—Dean Martin, Jerry Lewis, Janet Leigh—5322 (9-1-65)—High rating comedy reissue
R6501 PARDNERS—C—88m.—(TC)—Dean Martin, Jerry Lewis, Lori Nelson—5322 (9-1-65)—Amusing reissue of western spoof has names, laughs and music
R6408 PSYCHO—MD-109m.—Anthony Perkins, Vera Miles, John Gavin, Janet Leigh—5247 (1-20-65)—Reissue is rare experience in horror—(Reissue)
6510 REVENGE OF THE GLADIATORS—MD—100m.—(TC;TS)—Roger Browne—5326 (9-22-65)—Action entry okay for program—Filmed abroad; dubbed in English
6405 ROUSTABOUT—CMU—101m.—(TS; TC)—Elvis Presley, Barbara Stanwyck, Joan Freeman—5230 (11-18-64)—Okay Presley musical for his fans
R6506 SABRINA—CD—113m.—Humphrey Bogart, Audrey Hepburn, William Holden—5322 (9-1-65)—High rating reissue
SEVEN SLAVES AGAINST THE WORLD—MD—96m.—(TS;TC)—Roger Browne—5331 (10-6-65)—Will please kids and action fans—Italian-made; dubbed in English
6503 SITUATION HOPELESS—BUT NOT SERIOUS—CD—97m.—Sir Alec Guinness, Michael Connors, Robert Redford—5330 (10-6-65)—Entertaining entry—Filmed abroad
6513 SKULL, THE—D—83m.—(TC; TS)—Peter Cushing, Christopher Lee, 5322 (9-1-65)—Interesting horror entry—Filmed abroad
6421 SONS OF KATIE ELDER, THE—W-122m.—(PV; TC)—John Wayne, Dean Martin, Martha Hyer—5298 (7-7-65)—Very good big scale western
6409 SYLVIA—D-115m.—Carroll Baker, George Maharis, Edmond O'Brien—5249 (2-3-65)—Interesting drama for adults
6512 TOWN TAMER—W-89m.—(TC; TS)—Dana Andrews, Terry Moore, Pat O'Brien—5302 (7-21-65)—Okay western
6404 WHERE LOVE HAS GONE—D-114m.—(TS; TC)—Susan Hayward, Bette Davis, Michael Connors, Joey Heatherton—5222 (10-21-64)—Adult drama with particular appeal for women has big boxoffice potential
R6413 WORLD OF SUZIE WONG, THE—D-129m.—(TC)—William Holden, Nancy Kwan—5262 (3-17-65) High rating, colorful screen version of hit book and play—Reissue
6411 YOUNG FURY—W-80m.—(TS; TC)—Rory Calhoun, Virginia Mayo, John Agar—5249 (2-3-65)—Okay western for program
R6403 YOU'RE NEVER TOO YOUNG—C-102m.—(TC)—Dean Martin, Jerry Lewis—5222 (10-21-64)—Reissue is better Martin and Lewis comedy—Reissue

COMING

ALFIE—(TS; TC)—Michael Caine, Shelly Winters—English-made
APACHE UPRISING—(TS; TC)—Rory Calhoun, Corinne Calvert, Lon Chaney
ASSAULT ON A QUEEN—(TC)—Frank Sinatra, Virna Lisi, Tony Franciosa
BOEING—BOEING—(TC)—Jerry Lewis, Tony Curtis
ELDORADO—(TC)—John Wayne, Robert Mitchum, Michele Carey
IDOL, THE—Jennifer Jones, John Leyton—English-made
IS PARIS BURNING?—(PV)—Kirk Douglas, Leslie Caron
JUDITH—(PV; TC)—Sophie Loren, Peter Finch, Jack Hawkins
KID RODELO—Don Murray, Janet Leigh, Broderick Crawford
MAD EXECUTIONERS, THE—Hansjorg Felmy, Maria Perschy—Foreign-made
MY LAST DUCHESS—(PV)—Tony Curtiss, Rosanna Schiaffino
NEVADA SMITH—(PV; EC)—Steve McQueen, Karl Malden
NIGHT OF THE GRIZZLY—(TC; TS)—Clint Walker, Martha Hyer
PARADISE, HAWAIIAN STYLE—(TC)—Elvis Presley
PROMISE HER ANYTHING—(TC)—Warren Beatty, Leslie Caron—English-made
OH DAD, POOR DAD, MAMMA'S HUNG YOU IN THE CLOSET AND I'M FEELING SO SAD—(TC)—Rosalind Russell, Robert Morse, Jonathan Winters.
NAKED PREY, THE—(PV; TC)—Cornel Wilde
OSCAR, THE—(WS; EC)—Stephen Boyd, Elke Summer, Milton Berle.
RED LINE 7000—(TC)—Gail Hire, James 'Skip' Ward, Laura Devon
SANDS OF THE KALAHARI—(PV; EC)—Stuart Whitman, Stanley Baker, Susannah York
SECONDS—Rock Hudson, Salome Jens
SLENDER THREAD, THE—Sidney Poitier, Anne Bancroft
SPY WHO CAME IN FROM THE COLD, THE—Richard Burton, Claire Bloom
THIS PROPERTY IS CONDEMNED—(TS; TC)—Natalie Wood, Robert Redford

---

20TH CENTURY-FOX DISTRIBUTED DURING THE PAST 12 MONTHS

566 AGONY AND THE ECSTASY, THE—D—140m.—(Todd-AO; DC)—Charlton Heston, Rex Harrison, Diane Cilento—5326 (9-22-65)—High rating roadshow drama about Michelangelo and his works
425 APACHE RIFLES—MD—92m.—(DC)—Audie Murphy, Linda Lawson—5230 (11-18-64)—Okay program entry
430 BACK DOOR TO HELL—MD-68m.—Jimmie Rodgers, Jack Nicholson—5234 (12-3-64)—Okay programmer
517 CURSE OF THE FLY, THE—(CS)—D—86m.—Brian Donlevy, Carole Gay—5322 (9-1-65)—Okay programmer—English-made
503 DEAR BRIGITTE—C-100m.—(CS; DC)—James Stewart, Billy Mumy, Brigitte Bardot—5250 (2-3-65)—Amusing comedy
518 DEVILS OF DARKNESS—D—88m.—(DC)—William Sylvester, Hubert Noel, Tracy Reed—5322 (9-1-65)—Interesting programmer on the supernatural—Filmed abroad
424 EARTH DIES SCREAMING, THE—MD-62m.—Willard Parker, Virginia Field—5226 (11-4-64)—Okay science fiction meller for duellers—English-made
516 FORT COURAGEOUS—W—72m.—Fred Bier, Donald Barry, Hanna Landy—5278 (4-28-65)—Okay Programmer
428 GOODBYE CHARLIE—C-117m.—(CS; DC)—Tony Curtis, Debbie Reynolds, Pat Boone—5226 (11-4-64)—Cute comedy with potent cast
513 HIGH WIND IN JAMAICA, A—D-104m.—(CS;DC)—Anthony Quinn, Lila Kedrova, James Coburn—5286 (5-26-65)—Off-beat drama can go art or regular
422 HORROR OF IT ALL, THE—CMD-76m.—Pat Boone, Erica Rogers—5222 (10-21-64)—Good comedy thriller for duallers—English-made
504 HUSH, HUSH, SWEET CHARLOTTE—D-133m.—Bette Davis, Olivia de Havilland, Joseph Cotten, Agnes Moorehead—5247 (1-20-65)—Highly effective horror entry
507 JOHN GOLDFARB, PLEASE COME HOME—C-96m.—(CS; DC)—Shirley MacLaine, Peter Ustinov, Richard Crenna—5230 (11-18-64)—Wacky comedy should prove effective crowd pleaser
431 MORO WITCH DOCTOR—MD—61m.—Jock Mahoney, Margia Dean—5230 (11-18-64)—Fair programmer—Filmed in the Philippines
520 MORITURI (THE SABOTEUR)—D—123m.—Marlon Brando, Yul Brynner, Janet Margolin—5302 (7-21-65)—Tense drama of adventure and intrigue on a doomed ship
NANNY, THE—D—93m.—Bette Davis, Wendy Craig, William Dix—5336 (10-20-65)—Absorbing psychological drama—English-made
502 PLEASURE SEEKERS, THE—CD-107m.—(CS; DC)—Ann-Margret, Tony Francisca, Carol Lynley—5242 (12-30-64)—Entertaining entry
427 RAIDERS FROM BENEATH THE SEA—MD-73m.—Ken Scott, Merry Anders—5247 (1-20-65)—Fair programmer

REWARD, THE—D—92m.—(CS; DC)—Max Von Sydow, Yvette Mimieux, Efram Zimbalist, Jr.—5326 (9-22-65)—Effective drama
SABOTEUR, THE—See Morituri
555 **SOUND OF MUSIC, THE**—MU-174m.—(Todd-AO; DC)—Julie Andrews, Christopher Plummer, Eleanor Parker—5258 (3-3-65)—Highly entertaining and charming film version of stage musical—Filmed abroad
SPACEFLIGHT IC-1—MD—65m.—Bill Williams, Norma West—5336 (10-20-65)—Fair science fiction programmer—Made in England
560 **THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES**—C-133m.—(Todd-AO-DC)—Stuart Whitman, Sarah Miles, Robert Morley—5289 (6-9-65)—Funny, colorful spectacle looks like solid popular entertainment.
514 **UP FROM THE BEACH**—D-99m.—(CS)—Cliff Robertson, Irina Demick, Marius Goring, Red Buttons—5289 (6-9-65)—Fairly interesting tale of people in war
515 **VON RYAN'S EXPRESS**—MD-117m.—(DC)—Frank Sinatra Trevor Howard—5286 (5-26-65)—Good action and suspense entry
508 **WAR PARTY**—W-72m.—Michael T. Mikler, Davey Davison, Donald Barry—5262 (3-17-65)—Okay Programmer
521 **WILD ON THE BEACH**—CMU—77m.—Frankie Randall, Sherry Jackson—5323 (9-1-65)—Mild rock 'n' roll entry for program
421 **WITCHCRAFT**—MD-79m.—Lon Chaney, Diana Clare, David Weston—5222 (10-21-64)—Good horror meller dualler—English made
ZORBA, THE GREEK—D-142m.—Anthony Quinn, Alan Bates, Irene Papas—5238 (12-16-64)—Fine drama—Filmed in Greece—International Classics

COMING

BIBLE, THE—Peter O'Toole, Ava Gardner, John Huston
BLUE MAX, THE—George Peppard, James Mason, Ursula Andress
CONVICT STAGE—Harry Lautor, Donald Barry
CAVERN, THE—John Saxon, Rosanna Schiaffino
DO NOT DISTURB—(CS; DC)—Doris Day, Rod Taylor
EL GRECO—Mel Ferrer, Rosanna Schiaffino
FANTASTIC VOYAGE—(CS; DC)—Stephen Boyd, Edmond O'Brien
FLIGHT OF THE PHOENIX, THE—James Stewart, Peter Finch, Ernest Borgnine
HOW TO STEAL A MILLION DOLLARS AND LIVE HAPPILY EVER AFTER—(PV; DC)—Audrey Hepburn, Peter O'Toole, Charles Boyer
MODESTY BLAISE—Dirk Bogarde, Terence Stamp
OUR MAN FLINT—(CS; DC)—James Coburn, Gila Gulan, Lee J. Cobb
OUTLAWS OF RED RIVER, THE—George Montgomery
STAGECOACH—(CS; DC)—Ann-Margret, Michael Connors, Red Buttons
WEEKEND AT DUNKIRK—(DC)—Jean-Paul Belmondo, Catherine Spaak

UNITED ARTISTS DISTRIBUTED DURING THE PAST 12 MONTHS

6514 **BILLIE**—CMU—87m.—(TC; TS)—Patty Duke, Warren Berlinger, Jim Backus—5323 (9-1-65)—Wholesome, heart-warming comedy for family trade—Chrislaw
6502 **FERRY CROSS THE MERSEY**—MU-86m.—Gerry and The Pacemakers—5250 (2-3-65)—Rock 'n' roll for teen-agers—English-made—(Brian Epstein)
6422 **FOUR DAYS IN NOVEMBER**—DOC-120m.—Narrated by Richard Basehart—5223 (10-21-64)—Well-made, thrilling documentary on President Kennedy assassination—Wolper
6511 **GLORY GUYS, THE**—CD-112m.—(PV; DC)—Tom Tryon, Harve Presnell, Senta Berger—5302 (7-21-65)—Lively outdoor yarn about Indian fighters—Levy-Gardner-Laven
6420 **GOLDFINGER**—MD—108m.—(TC)—Sean Connery, Gert Frobe, Honor Blackman—5231 (11-18-64)—Another boxoffice bonanza with Agent 007—English-made; Saltzman-Broccoli
6501 **GREATEST STORY EVER TOLD, THE**—D-194m.—(CN; TC)—Max Von Sydow, Dorothy McGuire, Charlton Heston—5254 (2-17-65)—A production of note—Stevens
6512 **HALLELUJAH TRAIL, THE**—C-167m.—(Cinerama; TC—Burt Lancaster, Lee Remick—5294 (6-23-65)—The west at its wildest makes for an unusual comic entry—Mirisch
6513 **HELP!**—CMU—90m.—(EC)—The Beatles—5310 (8-18-65)—Beatlemania strikes again—Shenson—Filmed abroad
6503 **HOW TO MURDER YOUR WIFE**—C-118m.—(TC)—Jack Lemmon, Vira Lisi, Terry-Thomas—5247 (1-20-65)—Fun entry is good for many laughs but could use trimming—Axelrod
6509 **I'LL TAKE SWEDEN**—C-96m.—(TC)—Bob Hope, Tuesday Weld, Frankie Avalon—5290—(6-9-65)—Hope, bikinis, and rock 'n' roll provide summer-weight fun—Small
6418 **INVITATION TO A GUNFIGHTER**—D-92m.—(DC)—Yul Brynner, Brad Dexter, Janice Rule—5223 (10-21-64)—Top performances assist moody western—Kramer
790 **KNACK, THE—AND HOW TO GET IT**—C-84m.—Rita Tushingham, Ray Brooks, Michael Crawford—5299 (7-7-65)—Wacky Comedy seems good bet for art and specialty spots—English-made—Lopert
6508 **MASQUERADE**—CAD-101m.—(EC)—Cliff Robertson, Jack Hawkins—5278 (4-28-65—Entertaining comedy adventure—Filmed abroad—Novus
6506 **MR. MOSES**—CD-113m.—(PV; TC)—Robert Mitchum, Carroll Baker—5275 (4-14-65)—Off-beat African adventure comedy is thoroughly entertaining—Ross-Talbot
6504 **RAGE TO LIVE, A**—D—101m.—(PV)—Suzanne Pleshette, Bradford Dillman, Ben Gazzara—5327 (9-22-65)—"Soap opera" type offering may be best for femmes—Mirisch
RETURN FROM THE ASHES—D—105m.—(PV)—Maximilian Schell, Samatha Eggar, Ingrid Thulin—5337 (10-20-65)—Intriguing drama—Filmed abroad—Mirisch
6505 **SATAN BUG, THE**—MD-114m.—(PV; DC)—George Maharis, Richard Basehart, Anne Francis—5262 (3-17-65)—Suspenseful yarn loaded with action and thrills—Mirisch-Kappa
6507 **TRAIN, THE**—D-133m.—Burt Lancaster, Paul Scofield, Jeanne Moreau—5259 (3-3-65)—High rating war-time adventure entry—Filmed in France
6510 **WHAT'S NEW PUSSYCAT?**—C-108m.—(TC)—Peter Sellers, Peter O'Toole, Romy Schneider—5294 (6-23-65)—Wacky comedy has angles to sell—Filmed abroad—Feldman

COMING

ANYONE FOR VENICE?—Rex Harrison, Maggie Smith, Capucine—Feldman
AFTER THE FOX—(C)—Peter Sellers, Victor Mature—Montoro
BOY, DID I GET THE WRONG NUMBER—(TC)—Bob Hope, Elke Sommer—Small
CAST A GIANT SHADOW—(PV; C)—Kirk Douglas, Santa Berger, Frank Sinatra—Mirisch
DON'T WORRY, WE'LL THINK OF A TITLE—Morey Amsterdam, Rose Marie—Schenck
DUEL AT DIABLO—(C)—James Garner, Sidney Poitier,Bibi Andersson
FRANKIE AND JOHNNY—(TC)—Elvis Presley—Admiral
FUNNY THING HAPPENED ON THE WAY TO THE FORUM, A—(C)—Zero Mostel, Phil Silvers, Buster Keaton, Jack Gilford
CHINESE ADVENTURES IN CHINA—(C)—Jean Paul Belmondo-Ursula Andress
GROUP, THE—(WS; C)—Candice Bergen, James Broderick—Feldman
HAWAII—(PV; C)—Julie Andrews, Max Von Sydon—Mirisch
LORD LOVE A DUCK—Roddy McDowall, Tuesday Weld—Charleston
KHARTOUM—(PV 70, TC)—Charlton Heston, Leurence Olivier
MADEMOISELLE—Jeanne Moreau Ettore Manni—Woodfall
NEW WORLD, A—Nino Castelnova, Christine De La Roche-Saltzman
RUSSIANS ARE COMING, THE—Alan Arkin, Jonathan Winters, Eva Marie Saint
THUNDERBALL—(PV, TC)—Sean Connery—Bernard Lee, Lois Maxwell
THOUSAND CLOWNS, A—Jason Robards, Jr., Barbara Harris
VIVA MARIA—(C)—Brigette Bardot, Jeanne Moreau, George Hamilton—Dancigers-Malle

UNIVERSAL DISTRIBUTED DURING THE PAST 12 MONTHS

6530 **ANDY**—D-86m.—Norman Alden—5250 (2-3-65)—Off-beat character study for art and specialty houses
6517 **ART OF LOVE, THE**—C-99m.—(TC)—James Garner, Elke Sommer, Dick Van Dyke—5283 (5-12-65)—Amusing comedy has names to help
6507 **BUS RILEY'S BACK IN TOWN**—D—93m.—(EC)—Ann-Margaret, Michael Parks—5263 (3-17-65)—Portrayal of boy maturing in fast company has James Dean touch
6525 **DARK INTRUDER**—MD-59m.—Leslie Nielsen, Gilbert Green, Judi Meredith—5306 (8-4-65)—Okay program filler
6501 **FATHER GOOSE**—C-117m.—(TC)—Cary Grant, Leslie Caron, Trevor Howard—5231 (11-18-64)—Top names bolster mild comedy
6512 **FLOWER DRUM SONG**—MU-131m.—(TC; PV)—Nancy Kwan, James Shigota—5287 (5-26-65)—Reissue, is highly entertaining, pleasure-packed musical—Reissue
6513 **FLUFFY**—C-92m.—(C)—Tony Randall, Shirley Jones—5275 (4-14-65)—Cute comedy for youngsters and family audiences
6502 **GUNS OF AUGUST, THE**—DOC-99m.—Created and produced by Nathan Kroll—5239 (12-16-64)—Interesting documentary on World War I
6524 **IPCRESS FILE, THE**—MD-108m.—(TS; TC)—Michael Caine, Nigel Green—5298 (7-7-65)—Good espionage entry—English-made
6511 **IMITATION OF LIFE**—D—124m.—(EC)—Lana Turner, John Gavin, Sandra Dee— 5287 (5-26-65)—Reissue is high rating drama—Reissue
6522 **I SAW WHAT YOU DID**—MD-82m.—Joan Crawford, John Ireland, Andi Garrett, Sharyl Locke—5283 (5-12-65)—Good suspense programmer
6427 **KITTEN WITH A WHIP**—MD-83m.—Ann-Margret, John Forsythe—5226 (11-4-64)—Unpleasant entry for the program
LOVE AND KISSES—CMU—87m.—(TC)—Rick Nelson, Kristin Nelson, Jack Kelly—5310 (8-18-65)—Amusing entry with angles for teens
6506 **MAN IN THE DARK**—D-80m.—William Sylvester, Barbara Shelley—5250 (2-3-65)—Okay programmer—English-made
6518 **MC HALE'S NAVY JOINS THE AIR FORCE**—C-90m.—(TC)—Joe Flynn, Tim Conway—5290 (6-9-65)—Cute sequel to initial release and regular tv show
6514 **MIRAGE**—D-109m.—Gregory Peck, Diane Baker—5287 (5-26 65)—Very good suspense thriller
6516 **NAKED BRIGADE, THE**—MD-99m.—Shirley Eaton, Ken Scott—5278 (4-28-65)—Ftir programmer—Filmed in Greece; partially titled

O

● Oh Dad, Poor Dad, Mama's Hung You in the Closet and I'm Feeling So Sad		Par.
● Omicron		Cont.
Once A Thief	A3	MGM
Onibaba		For.
● Operation C.I.A.		AA
Operation SNAFU	A3	AI
Operation Crossbow (The Great Spy Mission)	AI	MGM
● Oscar, The		Par.
● O.S.S. 117		AA
● Our Man Flint		Fox
Outlaws Is Coming, The	AI	Col.
● Outlaws Of Red River, The		Fox
Over There—1914-1918		For.

P

Pajama Party	B	A-I
● Paradise, Hawaiian Style		Par.
Pardners-Re	AI	Par.
● Paranioa		Emb.
Paris Secret		For.
● Patch of Blue, A..................	A3	MGM
Pawnbroker, The	C	AA-Landau
● Pie In The Sky	A3	AA
Pinocchio In Outer Space......		U
● Planet of the Vampires, The ...		AI
Pleasure Seekers, The	B	Fox
● Promise Her Anything		Par.
Psycho—Re.	B	Par.
Psychomania		Misc.

Q

Quick, Before It Melts	B	MGM

R

● Racing Fever	B	AA
Rage To Live, A	A3	UA
Raiders From Beneath The Sea .	B	Fox
Railroad Man, The		Cont.
Rapture	A3	For.
● Rare Breed, The		U
Rattle Of A Simple Man		Cont.
Ready For The People		WB
Red Lanterns		For.
Repulsion	C	For.
● Red Line 7000		Par.
Requiem For A Gun Fighter ...		EMB
Return From The Ashes	A3	UA
Revenge of The Gladiators, The..	A2	Par.
Reward, The	A2	Fox
Rope of Flesh		Misc.
Rotten to the Core		For.
Rounders, The	A3	MGM
Roustabout	A2	Par.
● Russians Are Coming, The......		UA

S

Saboteur, The (see Morituri) ...		Fox
Sabrina-Re	B	Par.
Sampson vs The Giant King		For.
Sandokan, The Great	AI	MGM
Sandpiper, The	B	MGM
● Sands of The Kalahari	A3	Par.
Santa Claus Conquers The Martians	AI	Emb.
Satan Bug, The	A2	UA
Scarlet Letter, The		Misc.
Seaside Swingers	AI	Emb.
● Seconds		Par.
Secret Of Blood Island	A2	U
Secret Of Magic Island	AI	Emb.
Secret Of My Success, The......	A2	MGM
Sergeant Deadhead	A3	AI
7 Dwarfs To The Rescue, The ..		For.
Seven Slaves Against The World.	A2	Par.
● Seven Women	B	MGM
Sex And The Single Girl	B	WB
She	A2	MGM
Shenandoah	AI	U
Ship Of Fools	A3	Col.
Signpost To Murder	A3	MGM
● Silencers, The		Col.
● Singing Nun, The..................		MGM
Situation Hopeless But Not Serious..................	A2	Par.
Ski Party	A2	AI
Skull, The	A2	Par.
Slave Trade In The World Today	A3	Cont.
Sleeping Beauty, The	AI	For.
● Slender Thread, The		Par.
Snow White	AI	For.
● Son Of A Gunfighter	AI	MGM
Sons Of Katie Elder, The	AI	Par.
Sound Of Music, The	AI	Fox
Space Flight IC-I		Fox
● Spy Who Came In From The Cold, The		Par.
● Stagecoach		Fox
Strange Bedfellows	A3	U

Sweet And Sour	C	For.
Swinger's Paradise	A1	AI
Swingin' Summer, A		Misc.
Sword of All Baba, The	A1	U
Sylvia	B	Par.
Symphony For A Massacre	A3	For.
Synanon	A3	Col.

T

Taboos of the World	A4	AI
Tatty And The Jungle Hunter	A1	UA
Taggart	A2	U
T-A-M-I Show, The		Misc.
Tattooed Police Horse, The	A1	BV
Taxi for Torbuk	A2	For.
• Tennessee Jamboree		AA
• Tenth Victim, The		EMB.
Thank Heaven For Small Favors		For.
That Darn Cat	A1	BV
That Funny Feeling	A2	U
• That Man In Istanbul		Col.
• There's No Place Like Space		MGM
These Are The Damned	A3	Col.
• Thing at the Door, The		WB
• Three On A Couch		Col.
Three Penny Opera	A3	Emb.
Third Day, The	A3	WB
• 13		MGM
36 Hours	A2	MGM
• This Property Is Condemned		Par.
Those Calloways	A1	BV
Those Magnificent Men In Their Flying Machines	A1	Fox
• Thousand Clowns, A		UA
• Thunderball		UA
Tickle Me	A2	AA
Time Of Indifference		Cont.
Time Travelers, The	B	A-I
Tomb Of Ligeia	A2	A-I
Town Tamer	A2	Par.
• Tramplers, The		Emb.
Train, The	A1	UA
Treasure Of Silver Lake		Col.
• Trouble With Angels, The		Col.
Truth About Spring, The	A1	U
Two On a Guillotine	A3	WB

U

• Ugly Dachshund, The		BV
Umbrellas Of Cherbourg, The	A3	AA-Landau
Underworld Informers		Cont.
Unearthly Stranger	A1	A-I
Up From The Beach	A1	Fox

V

Very Special Favor, A	A3	U
Vice And Virtue	B	MGM
Village Of The Giants	B	Emb.
Violent And The Damned, The		For.
• Viva Maria		UA
Von Ryan's Express	A1	Fox

W

• Walk, Don't Run		Col.
War Lord, The	A3	U
War Gods Of The Deep		A-I
War of the Zombies		AI
War Party	A1	Fox
• Weekend At Dunkirk		Fox
What's New, Pussycat	B	UA
Where Love Has Gone	A3	Par.
• When The Boys Meet The Girls		MGM
• Where The Spies Are	A3	MGM
White Voices	C	For.
• Who's Afraid Of Virginia Woolf?		WB
Who Killed Teddy Bear?	B	Misc.
Wild On The Beach	A2	Fox
Wild Seed	A3	U
Willy McBean and His Magic Machine	A1	Misc.
• Winter A-Go-Go	A2	Col.
Witchcraft	A2	Fox
Woman Who Wouldn't Die, The	A3	WB
• Wonderful Life		A-I
World of Abbott & Costello, The	A1	U
World of Suzie Wong, The—RE.	B	Par.
World Without Sun	A1	Col.
• World's Greatest Swindles		Cont.
• Wrong Box, The		Col.

Y

Yellow Rolls, Royce, The	A4	MGM
Yolanta		For.
• You Must Be Joking	A2	Col.
Youngblood Hawke	A4	WB
Young Cassidy	A3	MGM
Young Dillinger	B	AA
Young Fury	A2	Par.
Young Lovers, The	A3	MGM
Your Cheatin' Heart	A2	MGM
Your'e Never Too Young—Re.	A2	Par.

Z

Zebra In The Kitchen	A1	MGM
Zorba, The Greek	A4	Fox

6503 **NIGHT WALKER, THE**—D-86m.—Barbara Stanwyck, Robert Taylor, Hayden Rorke—5242 (12-30-64)—Horror entry has angles

6528 **PINOCCHIO IN OUTER SPACE**—CAR—71m.—(C)—Animated cartoon feature—5337 (10-20-65)—Well-made cartoon fun entry for Xmas release

6515 **SECRET OF BLOOD ISLAND, THE**—MD-84m.—Barbara Shelley, Jack Hadley—5279 (4-28-65)—Unpleasant programmer—English-made

6521 **SHENANDOAH**—D-105m.—(TC)—James Stewart, Doug McClure, Rosemary Forsyth—5279 (4-28-65)—Fine drama heightened by impressive Stewart performance

6505 **STRANGE BEDFELLOWS**—98m.—(TC)—Rock Hudson, Gina Lollobrigida—5239 (12-16-64)—Cute comedy with potent cast

6509 **SWORD OF ALI BABA**—MD-81m.—(C)—Peter Mann, Jocelyn Lane—5270 (3-31-65)—Okay programmer

6504 **TAGGART**—W-85m.—(C)—Tony Young, Dan Duryea, Elsa Cardenas—5239 (12-16-64)—Okay western

6523 **THAT FUNNY FEELING**—C-93m.—(TC)—Sandra Dee, Bobby Darin, Donald O'Connor—5306 (8-4-65)—Okay western

6508 **TRUTH ABOUT SPRING, THE**—CD-102m.—(TC)—Hayley Mills, John Mills, James MacArthur—5270 (3-31-65)—Fairly entertaining entry—Filmed abroad

6520 **VERY SPECIAL FAVOR, A**—C-104m.—(TC)—Rock Hudson, Leslie Caron, Charles Boyer—5298 (7-7-65)—A very funny comedy

6526 **WAR LORD, THE**—MD—123m.—(PV;C)—Charlton Heston, Rosemary Forsyth, Richard Boone—5331 (10-6-65)—Charlton Heston rides, fights and loves again

6519 **WILD SEED**—D-99m.—Michael Parks, Celia Kaye, Eve Novak—5263 (3-17-65)—Effective program entry

6510 **WORLD OF ABBOTT AND COSTELLO, THE**—COMP.-75m.—Bud Abbott, Lou Costello—5275 (4-14-65)—Compilation offers the best of the taem's films.

COMING

AND NOW MIGUEL—(TC)—Pat Cardi, Michael Ansara
ARABESQUE—(TC)—Gregory Peck, Sophia Loren
BLINDFOLD—(TC)—Rock Hudson Claudia Cardinale
GHOST AND MR. CHICKEN, THE—(TC)—Don Knotts, Joan Staley, Dick Sargent
GUNPOINT—(TC)—Audie Murphy, Joan Staley
INCIDENT AT PHANTOM HILL, THE—(TC)—Robert Fuller, Jocelyn Lane
MADAME X—(TC)—Lana Turner, John Forsythe, Ricardo Montalban
MAN COULD GET KILLED, A—(TC)—James Garner, Melina Mercouri, Sandra Dee
MOMENT TO MOMENT—(TC)—Jean Seberg, Honor Blackman
RARE BREED, THE—(PV; TC)—James Stewart, Maureen O' Hara

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

458 **BATTLE OF THE VILLA FIORITA, THE**—D—111m.—(PV; TC)—Maureen O'Hara, Rossano Brazzi, Richard Todd—5287 (5-26-65)—Uneven romantic tale aimed at gals

460 **BRAINSTORM**—D-114m.—(PV)—Jeff Hunter, Anne Francis, Dana Andrews—5283 (5-12-65)—Psychological drama holds interest

480 **CHEYENNE AUTUMN**—AD-145m.—(PV 70; TC)—James Stewart, Edward G. Robinson, Richard Widmark, Carroll Baker—5223 (10-21-64)—Highly interesting outdoor adventure entry

455 **DEAR HEART**—D—114m.—Glenn Ford, Geraldine Page—5239 (12-16-64)—Mildly entertaining

553 **GREAT RACE, THE**—C—150m.—(PV; TC)—Jack Lemmon, Tony Curtis, Natalie Wood—5298 (7-7-65)—Comedy blockbuster is headed for the top

462 **HAVING A WILD WEEKEND**—C-91m.—Dave Clark Five—5302 (7-21-65)—Sell the Dave Clark Five—English-made

LA BOHEME—OPERA—108m.—(TC)—La Scala Opera Company—5337 (10-20-65)—Fine entry for opera fans and culture lovers—Filmed in Italy

MARRIAGE ON THE ROCKS—C—109m.—(PV; TC)—Frank Sinatra, Deborah Kerr, Dean Martin—5327 (9-22-65)—Entertaining spoof on marital impasse has names

479 **MY FAIR LADY**—MU-170m.—(PV70, TC)—Audrey Hepburn, Rex Harrison—5227 (11-4-64)—Highly impressive entertainment headed right for the top

457 **NONE BUT THE BRAVE**—D-108m.—(PV; TC)—Frank Sinatra, Clint Walker, Tommy Sands—5255 (2-17-65)—Gory effort gives two-sided view of war on small scale

459 **MY BLOOD RUNS COLD**—MD—104m.—(PV)—Troy Donahue, Joey Heatherton—5270 (3-31-65)—Mild horror meller with names to lure youngsters

452 **READY FOR THE PEOPLE**—MD-54m.—Simon Oakland, Anne Helm—5227 (11-4-64)—Okay for program filler

551 **MURIETA**—W—106m.—(EC)—Jeffrey Hunter, Arthur Kennedy, Diana Lorys—5323 (9-1-65)—Okay adventurous hijinks in early California—Made in Spain

454 **SEX AND THE SINGLE GIRL**—C-114m.—(TC)—Tony Curtis, Natalie Wood, Henry Fonda—5242 (12-30-64)—Frenzied farce with leers and laughs

463 **THIRD DAY, THE**—D-119m.—(PV; TC)—George Peppard, Elizabeth Ashley—5299 (7-7-65)—Interesting drama

456 **TWO ON A GUILLOTINE**—MD-107m.—(PV)—Connie Stevens, Dean Jones, Cesar Romero—5247 (1-20-65)—Fast moving chiller

461 **WOMAN WHO WOULDN'T DIE, THE**—MD-84m.—Garry Merrill, Jane Merrow, Georgiana Cookson—5283 (5-12-65)—Okay murder meller for the programs—English-made

453 **YOUNGBLOOD HAWKE**—D-137m.—James Franciscus, Suzanne Pleshette, Genevieve Page—5227 (11-4-64)—Classy effort misses dramatic mark

COMING

BATTLE OF THE BULGE—(CN; TC)—Henry Fonda, Robert Shaw
BIG HAND FOR THE LITTLE LADY, A—(TC)—Henry Fonda, Joanne Woodward, Paul Ford
FINE MADNESS, A—Sean Connery, Joanne Woodward
INSIDE DAISY CLOVER—(PV, TC)—Natalie Wood, Christopher Plummer
MOVING TARGET, THE—(PV; TC)—Paul Newman, Lauren Bacall, Shelley Winters
NEVER TOO LATE—(TC)—Paul Ford, Maureen O'Sullivan, Connie Stevens
THING AT THE DOOR, THE—Troy Donohue
WHO'S AFRAID OF VIRGINIA WOOLF?—Elizabeth Taylor, Richard Burton

MISCELLANEOUS

ACROSS THE RIVER—D—85m.—Lou Gilbert, Kay Doubleday—5266 (3-17-65)—Off-beat drama for art spots—R. M. Franchi

BUS, THE—DOC—62m.—Produced and photographed by Haskell Wexler—5290 (6-9-65)—Tale of a group with a cause for selective audiences—Edward Harrison

COOL WORLD, THE—DOC-105m.—Hampton Clanton, Yolanda Rodriguez—5224 (10-21-64)—Authentic reenacted documentary on Harlem can be sold—Cinema V

CURSE OF THE STONE HAND—MD—72m.—Ernest Walch, John Carradine, Sheila Bon—5266 (3-17-65)—Confused lower half horror entry—Associated Distributors Pictures

ELEANOR ROOSEVELT STORY, THE—DOC.—90m.—Produced by Sidney Glazier—5290 (6-9-65)—Fine documentary—Sidney Glazier Prod.

FACE OF THE SCREAMING WEREWOLF—MD—60m.—Lon Chaney, Landa Varle—5266 (3-17-65)—Horror entry for the lower half—Associated Distributors Pictures

HARLOW—D-109m.—(Electronovision)—Carol Lynley, Efrem Zimbalist, Jr.—5287 (5-26-65)—Reputed biography of former film star is mildly entertaining—Magna

HORRORS OF SPIDER ISLAND—MD—75m.—Alex D'Arcy, Barbara Valentine—5337 (10-20-65) Fair horror programmer—Pacemaker

IMAGE OF LOVE—DOC-90m. (EC)—Written, directed and produced by Lou Stoumen—5299 (7-7-65)—Fairly interesting documentary on love through the ages—Green Releasing Org.

INHERITANCE, THE—DOC-60-m.—Narrated by Robert Ryan—5234 (12-3-64)—Documentary on rise of the unions needs special treatment—Harold Mayer

KISS ME, STUPID—C-126m.—(PV)—Dean Martin, Kim Novak, Ray Walsten—5242 (12-30-64)—Sex laden fest may raise a few brows—Lopert

MAN FROM BUTTON WILLOW, THE—CAR-84m.—(C)—Presented by Dale Robertson—5251 (2-3-65)—Enjoyable western cartoon for family and youngsters—United Screen Arts

MME. OLGA'S MASSAGE PARLOR—MD—70m.—Alice Baez, T. Wood Parker—5266 (3-17-65)—Fast buck and mediocre exploitation film—American Film Dist.

NASTY RABBIT, THE—C-85m.—(TS; TC)—Mischa Terr, Arch Hall, Jr.,—5243 (12-30-64)—Childish entertainment—Fairway International

NIGHTMARE IN THE SUN—MD—81m.—(DC)—Ursula Andress, John Derek, Aldo Ray—5231 (11-18-64)—Suspenseful story of a manhunt for the program—Zodiac

NOBODY WAVED GOODBYE—D—80m.—Peter Kastner, Julie Biggs—5323 (9-1-65)—Earnest but amateurish drama of teen rebellion—Canadian-made; Cinema V

NOTHING BUT A MAN—D-90m.—Ivan Dixon, Abbey Lincoln—5259 (3-3-65)—Poignant, sensitive portrait of a southern Negro's marriage—Cinema V

ROPE OF FLESH—MD—91m.—Hal Hopper, Antoinette Cristiani, John Furlong—5331 (10-6-65)—"Tobacco Road" type of adult film is best for exploitation spots—Delta

T-A-M-I SHOW, THE—MUNOV—113½m.—Beach Boys, Barbarians, Chuck Barry—5231 (11-18-64)—Good musical novelty for teens—Electronovision—American Int.

SCARLET LETTER, THE—D-72m.—Colleen Moore, Hardie Albright—5290 (6-9-65)—Reissue of Hawthorne classic has novel curio value—Signature Films

SWINGIN' SUMMER, A—MU—80m.—(TC)—James Stacy, William Wellman, Jr., Quinn O'Hara—5266 (3-17-65)—Cute entry with special appeal for teens—United Screen Arts

WHO KILLED TEDDY BEAR?—D—90m.—Sal Mineo, Juliet Prowse, Jan Murray—5338 (10-20-65)—Offbeat treatment of sex psychopath's world will revulse many—Magna

WILLY MC BEAN AND HIS MAGIC MACHINE—NOV—94m.—(EC)—Written, produced and directed by Arthur Rankin, Jr.—5324 (9-1-65)—Entertaining puppet entry for the younger set—Magna

FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

AND SO TO BED—D-112m.—Hildegard Knaf, Thomas Fritsch—5306 (8-4-65)—Cute import on long side for adults only—German-made; English dialogue-Medallion

AWFUL DR. ORLOF, THE—MD-90m.—Howard Vernon, Diano Larys—5291 (6-9-65)—Program horror meller—Foreign-made; dubbed in English—Sigma III

BAMBOLE—C-111m.—Virna Lisi, Monica Vitti, Gina Lollobrigida—5303 (7-21-65)—Fairly amusing import—Italian-made; English titles; Royal Films Int.

BEFORE THE REVOLUTION—D-112m.—Adriana Asti, Francesco Barilli—5306 (8-4-65)—Interesting adult import—Italian-made; English titles—New Yorker Films

BLACK TORMENT, THE—MD—88m.—(C)—Heather Sears, John Turner—5263 (3-17-65)—Suspenseful horror meller—English-made —Governor

BRAIN, THE—MD—83m.—Anne Heywood, Peter Van Eyck—5263 (3-17-65)—Okay terror entry—English-made—Governor

CARESSED—D—81m.—Robert Howay, Angela Gann—5327 (9-22-65)—Well-made, unusual offering with special slant towards young adults—Filmed in Canada—Brenner

CASABLAN—D—63m.—Nikos Kourkoules—5263 (3-17-65)—Minor import—Filmed in Greece—Frisch-Natas Productions

CRAZY PARADISE—C—95m.—(EC)—Dirch Passer, Bodil Steen—5324 (9-1-65)—Generally amusing import for art set—Danish-made; English titles—Sherpix

DIARY OF A CHAMBERMAID, THE—D—97m.—Jeanne Moreau, Michel Piccoli—5264 (3-17-65)—Interesting import—French-made; English titles—Int. Classics

EVA—D-115m.—Jeanne Moreau, Stanley Baker, Vira Lisi—5295 (6-23-65)—Fairly interesting entry—Filmed abroad—Times

EYES OF THE NEEDLE, THE—CD-97m.—Vittorio Gassman, Annette Storyberg—5307 (8-4-65)—Sex farce may interest art house crowd—Italian-made; English titles—Eldorado

FACE OF FU MANCHU, THE—MD—96m.—(TS;TC)—Christopher Lee, Nigel Green—5331 (10-6-65)—Sax Rohmer's oriental menace in action again—English-made—Seven Arts

FANNY HILL—C-104m.—Miriam Hopkins, Letitia Roman—5279—(4-28-65)—Farcial treatment of innocence untouched by life in a brothel—German-made; dubbed in English—Famous Players

FIENDISH GHOULS, THE—MD—74m.—Peter Cushing—5338 (10-20-65)—Okay programmer for exploitation spots—English-made —Pacemaker

GO-GO BIG BEAT—MU-82m.—(EC)—Millie Small, The Animals, Lulu and The Luvvers—5295 (6-23-65)—Musical mish-mash for the teen set—English-made—Eldorado

GUIDE, THE—D-120m.—(PC)—Dev Anand, Kishore Sahu—5259 (3-3-65)—Fairly interesting import set in modern India—Filmed in India—Stratton Int.

HERCULES AGAINST THE MOON MEN—MD—90m.—(WS; C)—Alan Steel—5338 (10-20-65)—Okay entertainment for the program—Italian-made; dubbed in English—Governor

HERCULES VIS THE GIANT WARRIORS—MD-94m.—(CS; EC)—Don Vadis—5291 (6-9-65)—Good action for undiscriminating adults and teens—Italian-made; dubbed in English—John Alexander

HIGH INFIDELITY—CD-130m.—Ugo Tognazzi, Fulvia Franco, Nino Manfredi—5303 (7-21-65)—Entertaining import flavored with sex—Foreign-made; English titles—Magna

HORRIBLE DR. HICHCOCK, THE—MD-76m.—(TC)—Barbara Steele, Robert Flemyng—5291 (6-9-65)—Program horror meller—English-made—Sigma III

HOURS OF LOVE, THE—D—89m.—(CS)—Ugo Tognazzi, Emmanuelo Riva—5338 (10-20-65) Fairly interesting import for art spots—Filmed abroad—English titles—Cinema V

LAST WOMAN OF SHANG, THE—MD—107m.—(C)—Lin Dei—5264 (3-17-65) Fair import—Chinese-made; English titles—Shaw Brothers

LIFE UPSIDE DOWN—D—93m.—Charles Denner, Anna Gaylor—5339 (10-20-65)— Drama dealing with mental deterioration holds interest—French-made; English titles-Landau

LOVE IN FOUR DIMENSIONS—CD—108m.—Carlo Giuffre, Syola Koscina, Elena Martini—5339 (10-20-65)—Entertaining import compilation—Italian-made; English titles—Eldorado

MAEDCHEN IN UNIFORM—D-91m.—Lilli Palmer, Romy Schneider—5303 (7-21-65)—A look at a German boarding school for girls holds interest—German-made; English titles—Seven Arts

MALE HUNT—C-92m.—Jean-Paul Belmondo, Catherine Deneuve—5291 (6-9-65)—Amusing import for art, specialty spots—French-made; English titles—Pathe Contemporary

MAN WHO COULDN'T WALK, THE—MD—63m.—Peter Reynolds, Eric Pohlmann, Pat Calvin—5264 (3-17-65)—Okay action entry for lower half—English-made; Taurus

MARRIED WOMAN, THE—D—94m.—Macha Meril, Bernard Noel—5328 (9-22-65)—Far out tale of a woman trying to make up her mind—French-made; English titles—Royal Films Int.

MODEL MURDER CASE, THE—90m.—Ian Hendry, Ronald Fraser, Margaret Johnston—5264 (3-17-65)—Good mystery import—English-made—Cinema V

MOMENT OF TRUTH, THE—D—110m.—(TS; TC)—Miguel Mateo Miguelin, Linda Christian—5310 (8-18-65)—Interesting tale of the making of a bull fighter—Filmed abroad; English titles—Rizzoli

MY BABY IS BLACK—D-80m.—Gordon Heath, Francoise Giret—5279 (4-28-65)—Tender miscegination romance—French-made; dubbed in English—American Dist.

NEW ANGELS, THE—DOC D-94m.—Youth of Italy—5295 (6-23-65)—Interesting entry for art spots—Italian-made; English titles —Promenade

NOT ON YOUR LIFE—C-90m.—Nino Alberti, Emma Penella—5270 (3-31-65)—Cute import—Foreign-made; English titles—Pathe Contemporary

ONIBABA—D—104m.—(CS)—Nobuko Otowa, Jitsuko Yoshimura—5264 (3-17-65)—Strong, interesting import for adult art audiences—Japanese-made; English titles—Toho

OVER THERE—1914-1918—DOC—90m.—Conceived and directed by Jean Aurel—5265 (3-17-65)—Interesting documentary on World War I—French-made—Pathe Contemporary

PARIS SECRET—DOC—84m.—(EC)—Produced by Arthur Cohn and Pierre Roustang—5328 (9-22-65)—Intriguing documentary—French-made; English narration—Cinema V

RAPTURE—D—104m.—(CS)—Melvyn Douglas, Dean Stockwell, Patricia Gozzi—5310 (8-18-65)—Off-beat drama should hold interest in art spots—Filmed abroad—International Classics

RED LANTERNS—D-85m.—Jenny Karezi, Georges Foondas—5271 (3-31-65)—Lusty, interesting import for art spots—Greek made; English titles—Times

REPULSION—D—105m.—Catherine Deneuve, John Fraser—5332 (10-6-65)—Shocking fare with limited appeal—English-made—Royal Films Int.

ROTTEN TO THE CORE—C-90m.—Anton Rodgers, Charlotte Rampling—5303 (7-21-65)—Amusing import—Cinema V—English-made

SAMSON VS THE GIANT KING—MD-91m.—(CS; EC)—Kirk Morris—5291 (6-9-65)—More unintentional chuckles than thrills—Italian-made; dubbed in English—John Alexander

7 DWARFS TO THE RESCUE, THE—NOV—84m.—Rosanna Podesta, Robert Risso—5265 (3-17-65)—Mild entry for the younger set—Italian-made; dubbed in English—Childhood Productions

SLEEPING BEAUTY—FAN—70m.—(C)—Narrated by Paul Tripp—5339 (10-20-65)—Okay for kiddie trade—Made abroad; dubbed in English—Childhood

SNOW WHITE—FAN.—74m.—(C)—Narrated by Paul Tripp—5340 (10-20-65)—Children should appreciate fairy tale—Made abroad; dubbed in English—Childhood

SWEET AND SOUR—C-98m.—Simone Signoret, Jean-Paul Belmondo—5260 (3-3-65)—Cute, wacky import—French-made; English titles—Pathe Contemporary

SYMPHONY FOR A MASSACRE—D-115m.—Michael Auclair, Claude Dauphin—5295 (6-23-65)—Good import for art spots—Foreign-made—English titles—Seven Arts

TAXI FOR TOBRUK—D—90m.—(Dyaliscope)—Lino Ventura, Hardy Kreuger, Charles Azaavour—5265 (3-17-65)—Okay programmer for art or regulation spots—Filmed abroad; dubbed in English—Seven Arts

THANK HEAVEN FOR SMALL FAVORS—C—84m.—Bourvil—5265 (3-17-65)—Moderately amusing import—French-made; English titles—Int. Classics

VIOLENT AND THE DAMMED, THE—MD—62m.—Credits not available—5328 (9-22-65)—Gruesome footage poorly assembled on Panamenian prison break—Made in Panama; dubbed in English—ADP Int.

WHITE VOICES—C-93m.—(TC)—Paolo Ferrari—5295—(6-23-65)—Off-beat subject should prove effective in art spots—Italian-made; English titles—Rizzoli

YOLANTA—MU—82m.—(Magicolor)—Natalya Rudnaya—5265 (3-17-65)—Good operatic rendition for art spots—Russian-made; English titles—Artkino

THESE THEATRE-TESTED FORMS AVAILABLE TO MOTION PICTURE EXHIBITOR SUBSCRIBERS!

DATE BOOK FORMS:
. . . Pocket-Size-6 ring (3¾ x 6¾ in.) Dated full year supply $1.00
. . . Large Size-3 ring (9 x 12 in.) Undated 52 pages .... .50

SERVICE-KIT SYSTEM:
. . . Large Size complete set of: Date Book forms, Availability and Playoff Worksheets, Performance Record and Cut-Off sheets, Booking Calendar, Other Dividers 1.30
. . . Availability and Playoff Worksheets (9 x 12 in.) 10 pages .... .10
. . . Performance record and Cut-Off Sheets (9 x 12 in.) 20 pages .... .25

BINDERS, Plain:
. . . For Pocket-Size Date Book-6 ring. Soft leatherette. 1.30
. . . For Service-Kit System, Reviews, Service-Section. Stiff leatherette. 1.50

ZIPPER CASE BINDERS, Leather:
. . . 3-Ring, genunine cowhide. Tax incl. 6.00

BOXOFFICE STATEMENTS:
. . . Regular theatre. Padded in 50's and punched (5½ x 9 in.). Per Pad .... .30
. . . Drive-in theatre. Padded in 50's and punched (5½ x 9 in.). Per Pad .... .30

PROGRAM AND RUNNING TIME SCHEDULES:
. . . For regular and drive-in theatres. Padded in 50's. Per Pad .... .30

BOOKKEEPING SYSTEM—Book:
. . . At-A-Glance (copyright) for regular and drive-in theatres. Annual record (9 x 12 in.) 1.75

BUSINESS ANALYSIS SPREADSHEETS:
. . . Drive-in theatres only. Large sheets (11 x 16 in.) Set of 13 sheets .... .50

PAYROLL FORMS:
. . . Weekly for regular and drive-in. Folding flap (8½ x 11 in.). Set of 52 sheets 1.30

EMPLOYEE EARNINGS RECORD CARDS:
. . . Annual card for each employee (8½ x 11 in.). All deductions. Set of 12 cards .40

PETTY CASH CONTROL SYSTEM:
. . . Voucher pads, numbered consecutively. (3 x 5 in.) Per Pad .... .30
. . . Weekly envelopes for filing full week's transactions. Set of 50 .... .68

SERVICE MANUALS FOR TRAINING:
. . . Separate sections on regular and drive-in employees. Each .10

EXHIBITOR BOOK SHOP

317 N. Broad St.

Philadelphia, Pa. 19107

FEATURE FILMS PRODUCTION NUMBERS and NATIONAL RELEASE DATES CURRENT and COMING

(This is a listing of all production numbers and release dates, as made available by the companies, accurate to time of publication. Additional information and other coming releases can be found in the body of the SERVISECTION.)

Allied Artists

6509	Tickle Me	June	(Elvis Presley)
	Bikini Paradise	June	(Janette Scott)
6510	Gunmen Of The Rio Grande	June	(Guy Madison)
6512	Pie In The Sky	July.	(Lee Grant, Richard Bray)
6507	Operation C.I.A.	Aug.	(Burt Reynolds)
6513	City Of Fear	Sept.	(Terry Moore) ..
6515	The Magic Weaver	Sept.	(Color Fairy Tale)
	The Gentle Rain	Oct.	(Christopher George)
	Frankenstein Meets The Space Monster	Oct.	
	Curse Of The Voodoo	Oct.	
	Desert Raven	Nov.	(R. Roman, R. Roberts)

American-International

6508	Ski Party	June	(Frankie Avalon)
6509	How To Stuff A Wild Bikini	July	(Tommy Kirk, Annette Funicello, Mickey Rooney)
6510	Sergeant Deadhead	Aug.	(Frankie Avalon, Deborah Walley)
6512	Die, Monster, Die	Sept.	(Boris Karloff, Nick Adams)
6513	Planet Of The Vampires	Sept.	(Barry Sullivan)
6514	Dr. Goldfoot and The Bikini Machine	Nov.	(Vincent Price, Frankie Avalon)

Buena Vista

	The Monkey's Uncle	July	(Tommy Kirk, Annette)

Columbia

66002	Ganghis Khan	June	(Stephen Boyd)
	The Collector	June	(Terence Stamp, Samatha Eggar)
	The Great Sioux Massacre	Sept.	(Joseph Cotten)
	Cat Ballou	July	(Jane Fonda, Lee Marvin)
	Arizona Raiders	Aug.	(Audie Murphy)
	Ship Of Fools	Sept.	(Vivien Leigh, Jose Ferrer)
	Bunny Lake Is Missing	Oct.	(Lawrence Oliver, Carol Lynley)
	Mickey One	Oct.	(Warren Beatty, Hurd Hatfield)
	You Must Be Joking	Oct.	(Michael Callan, Terry-Thomas)
	The Bedford Incident	Nov.	(Richard Widmark, Sidney Poitier
	King Rat	Nov.	(George Segal, Tom Courtenay)
	Winter A-GO-GO	Nov.	(James Stacy, Jill Donahue)
	Treasure Of Silver Lake	Nov.	(Lex Barker)

Continental (Walter Reade-Sterling, Inc.)

	Agent 008-¾	June	(Dirk Bogarde, Sylva Koscina)
	Time Of Indifference	July	(Rod Steiger, Shelley Winters)
	Ghidrah, The Three-Headed Monster	Nov.	(Japanese-made)

Embassy

	Seaside Swingers	June	(John Leyton)
	Requiem For A Gunfighter	June	(Rod Cameron, Stephen McNally)
	Italiano Brava Gente	June	(Arthur Kennedy, Peter Falk)
	Dingaka	July	(Stanley Baker, Juliet Prouse)
	The Bounty Killer	July	(Dan Duryea, Rod Cameron)
	The Fascist	July	(Ugo Tognazzi, Georges Wilson)
	Casanova '70	Aug.	(Marcello Mastroianni, Virna Lisi)
	Darling	Aug.	(Dirk Bogarde, Laurence Harvey)
	The Little Nuns	Sept.	(Catharine Spaak)
	Git	Oct.	(Jack Chaplain, Heather North)
	Village Of The Giants	Oct.	(Tommy Kirk, Charla Doherty)

MGM

6524	Joy In The Morning	June	(Richard Chamerlain, Yvette Mimieux)
6525	Zebra In The Kitchen	June	(Jay North)
6526	She	June	(Ursula Andress, Peter Cushing)
6528	The Sandpiper	July	(Elizabeth Taylor, Richard Burton)
6527	The Yellow Rolls-Royce	July	(Ingrid Bergman, Rex Harrison, Shirley MacLaine, Omar Sharif)
6529	Operation Crossbow	July	(George Peppard, Sophia Loren)
6601	Murder Most Foul	Sept.	(Margaret Rutherford)
660B	Laurel and Hardy's Laughing 20's	Sept.	(Laurel and Hardy Compilation)
6602	Once A Thief	Sept.	(Alain Delon, Ann-Margret, Van Heflin)
6609	The Hill	Oct.	(Sean Connery, Harry Andrews)
6604	The Secret Of My Success	Oct.	(Shirley Jones, Stella Stevens)
6605	The Cincinnati Kid	Nov.	(Steve McQueen, Ann-Margret)
6606	Harum Scarum	Nov.	(Elvis Presley)

Paramount

	In Harm's Way	June	(John Wayne, Kirk Douglas)
6422	The Family Jewels	June	(Jerry Lewis)
6423	Harlow	June	(Carroll Baker, Peter Lawford)
6421	The Sons Of Katie Elder	July	(John Wayne)
6414	Black Spurs	July	(Rory Calhoun)
	Situation Hopeless But Not Serious	Aug.	(Alec Guiness, Michael Connors)
	The Skull	Sept.	(Peter Cushing, Christopher Lee)
	Seven Slaves Against The World	Sept.	(Roger Browne)
	Revenge Of The Gladiators	Sept.	(Roger Browne)
R6501	Pardners (Reissue)	Sept.	(Dean Martin, Jerry Lewis)
R6502	Living It Up (Reissue)	Sept.	(Dean Martin, Jerry Lewis)
R6505	Breakfast At Tiffany's (Reissue)	Sept.	(Audrey Hepburn)
R6506	Sabrina (Reissue)	Sept.	(Audrey Hepburn)
	Beach Ball	Oct.	(Edd Byrnes, The Supremes)
	Sands Of Kalahari	Nov.	(Stuart Whitman, Stanley Baker)
	Red Line 7000	Nov.	(Gale Hire, Skip Ward)

20th Century-Fox

	Rapture	June	(Melvyn Douglas)
514	Up From The Beach	June	(Cliff Robertson)
515	Von Ryan's Express	July	(Frank Sinatra, Trevor Howard)
	Convict Stage	July	(Harry Lauter, Donald Barry)
560	Those Magnificent Men In Their Flying Machines	Aug.	(All Star Cast; Road Show)
	Saboteur (Morituri)	Aug.	(Marlon Brando, Yul Brynner)
	The Reward	Sept.	(Max Von Sydow, Yvette Mimieux)
	Weekend At Dunkirk	Sept.	(Jean-Paul Belmondo, Catherine Spaak)
	Our Man Flint	Oct.	(Charles Coburn, Lee J. Cobb)
	The Cavern	Nov.	(John Saxon, Rosanna Schiaffino)

United Artists

6509	I'll Take Sweden	June	(Bob Hope, Tuesday Weld)
6510	What's New Pussycat?	June	(Peter O'Toole, Peter Sellers)
6511	The Glory Guys	July	(Tom Tryon, Senta Berger)
	The Knack	July	(Rita Tushingham, Ray Brooks)
6513	Help!	Aug.	(The Beattles)
6514	Billie	Sept.	(Patty Duke, Warren Berlinger)
	A Thousand Clowns	Sept.	(Jason Robards, Jr., Barbara Harris)
	A Rage To Live	Oct.	(Ben Gazzara, Suzanne Pleshette)
	Return From The Ashes	Nov.	(Maximillian Schell, Samatha Eggar)

Universal

6513	Fluffy	June	(Tonv Randall, Shirley Jones)
6511	Imitation Of Life (Reissue)	June	(Lana Turner, John Gavin)
6512	Flower Drum Song (Reissue)	June	(Nancy Kwan)
6514	Mirage	June	(Gregorv Peck)
6515	Secret Of Blood Island	June	(Barbara Shelley)
6516	The Naked Brigade	June	(Shirley Eaton, Ken Scott)
6517	The Art Of Love	July	(James Garner, Elke Sommer, Dick Van Dyke)
6518	McHale's Navy Joins The Air Force	July	(Joe Flynn, Tim Conway)
6519	Wild Seed	July	(Michael Parks, Celia Kaye)
6520	A Very Special Favor	Aug.	(Rock Hudson, Leslie Caron)
6521	Shenandoah	Aug.	(James Stewart)
6522	I Saw What You Did	Sept.	(Joan Crawford, John Ireland)
6523	That Funny Feeling	Sept.	(Sandra Dee, Bobby Darin, Donald O'Connor)
6524	The Ipcress File	Oct.	(Michael Caine)
6525	The Dark Intruder	Oct.	(Leslie Neilsen, Mark Richman)
6526	The War Lord	Nov.	(Charlton Heston, Rosemary Forsythe)
6527	Love and Kisses	Nov.	(Rick Nelson, Kristin Nelson)

Warners

463	The Third Day	July	(George Peppard, Elizabeth Ashley)
462	Having A Wild Weekend	Aug.	(Dave Clark Five)
551	Murieta	Sept.	(Jeff Hunter)
	Marriage On The Rocks	Oct.	(Frank Sinatra, Dean Martin, Deborah Kerr)
	The Great Race	Oct.	(Jack Lemmon, Tony Curtis)
	La Boheme	Oct.	(La Scala Opera Company)
	Inside Daisy Clover	Nov.	(Natalie Wood)

CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum words. No cuts or borders. **4 consecutive** insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (See "A-Man" CORNER on this page for Help and Situations Wanted advertising.)

BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1. 75-500 combinations. 1, 100-200 combinations. Can be used for KENO $3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

EQUIPMENT WANTED

TOP PRICES PAID for soundheads, lamphouses, rectifiers, projectors, lenses and portable projectors. What have you—STAR CINEMA SUPPLY. 621 West 55th St., New York 10019.

NEW EQUIPMENT

INDESTRUCTIBLE MASONITE MARQUEE LETTERS, interchangeable all makes. 4″-50c, 6″-65c, 8″-75c, 10″-90c, 12″-$1.05, 16″-$1.75, 17″-$2.00, 24″-$3.00. Non-sliding spring 10c additional. 10% discount 100 letters assorted or over $60.00 list. Free sample! S.O.S., 387 Park Ave., South, New York 10016.

50% BRIGHTER PICTURES WITH NEW SCREENS—Mattewhite, only 57¢ square foot; Mattewhite Lenticular or Pearglo, 89¢ square foot. SAMPLES FREE! S.O.S., 387 Park Avenue, South, New York 10016.

SPEAKER CONES

DRIVE-IN SPEAKERS RECONED 90¢ EACH. All weather resistant material. Write for free sample. C & M RECONE COMPANY, 11 Witherspoon Street, Princeton, New Jersey.

THEATRE FOR SALE

DRIVE-IN complete, ground included on highway 75 x 37 one mile from Neodesha. $15,000.00, good equipment, best in southeastern Kansas. JOHN H. MOORE, Self Service Grocery, Neodesha, Kansas.

THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY, INC., 100 Taylor Street, Nashville 8, Tennessee.

SPECIALISTS IN REBUILDING CHAIRS. Best workmanship, reasonable prices. Have men, will travel. Rebuilt theatre chairs for sale. NEVA BURN PRODUCTS CORP., 262 South St., N. Y. C.

WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

YOUR NEW 1966 BOOKING CALENDAR

will be mailed to you with your copy of the November 10th M. P. EXHIBITOR. A *limited supply* of calendars will be *available* on a "first request," "first-mailed" basis. *Please send 10¢ per additional calendar requested for postage and handling.*

The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you* are looking for a job . . . or IF you* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in theree consecutive issues and then dropped. If success does not crown an original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it. And it is completely FREE!

***A (WO) MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.**

NEEDED: Assistant managers or trainees for southern Illinois town. Contact **BLOOMER AMUSEMENT CO., 403 E. Main St., Belleville, Ill.** (1027)

POSITION WANTED: Manager, Philadelphia or Boston area. 12 years experience, 28 years old, single. Good references. **BOX A1013, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

PROMOTION MAN-MANAGER, conventional house man with 18 years experience in A-1 theatres, both metropolitan and neighborhood. Married, sober, 43 years old. Would like to relocate. **BOX B1020, c/o M. P. EXHBITOR, 317 N. Broad St., Phila., Pa. 19107.**

PROJECTIONIST, licensed N. Y. C., Connecticut, 20 years experience. Know my booth, theatre business from A-Z. Strong ideas. With the right party only. Married, live in N. Y. C. **BOX C1020, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

VIRGINIA CHAIN needs theatre manager, conventional or drive-in. Send full information and phone number to **BOX D1020, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

PROJECTIONIST WANTED: Must be capable of handling all field problems. Send complete resume, stating past experience and salary expected. **ISLANDER DRIVE-IN THEATRE, Key West, Florida.** (1020)

EXPERIENCED THEATRE MANAGER wishes to relocate in or around Detroit, Mich. area. 3 years managerial experience. Married, service completed. 4½ years theatre exprince. 29 years old. **BOX A1020, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

DOES YOUR MANAGER just set? Feed off the fat of the Box Office? Want a change? Mature, versatile manager seeks drive-in, southern California. **BOX B1013, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

GENUINE SHOWMAN—Manager, district manager, film company exploitation rep. 30 years Roxy, New York; Cinerama, hotel sales and management. Excellent references. Decent salary and conditions. **BOX A1027, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

MANAGER & WIFE for family situation, option to buy. Good county seat town. Small apt. in theatre. Everything first class shape. Owner wishes retire. Come look us over. **ROXY THEATRE, Choteau, Montana.** (1027)

EXPERIENCED MANAGER for southern Illinois town, 1 indoor, 1 drive-in theatre. Send resume your job experience, age, references, salary expected, recent photo, all pertinent personal information. **BLOOMER AMUSEMENT CO., 403 E. Main St., Belleville, Ill.** (1027)

Address all Correspondence to— ***The A—MAN Corner*** **Motion Picture Exhibitor**
317 N. Broad St., Phila., Pa. 19107

HANDY SUBSCRIPTION BLANK

Yes, start sending

MOTION PICTURE

EXHIBITOR

plus

Showmen's Trade Review

TO:

Name ....

Title ....

Address ....

....

....

....

★

☐ Enclosed

☐ $2.00 for one year

☐ $3.50 for two years

☐ $5.00 for three years

(Outside Western Hemisphere)

☐ $5.00 one year

☐ $8.00 two years

☐ $11.00 three years

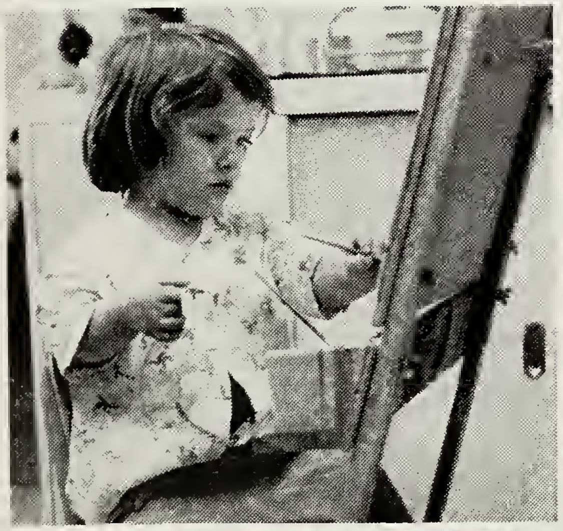
CLIP and MAIL TODAY TO

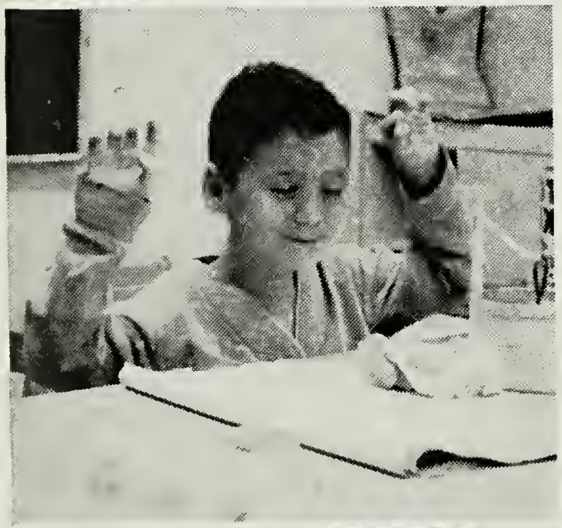
317 N. Broad St., Phila., Pa. 19107

The heart of the motion picture industry is the greatest heart in the world!

Thank you
for planning
to come
to your night
of the year
at the

VARIETY CELEBRITY BALL





You'll be enjoying the greatest dining, dancing and all-star entertainment of the season while supporting the Variety Club of New York (Tent 35) Heart Institute at the New York Medical College—Flower and Fifth Avenue Hospitals for the prevention and cure of childhood cardiac diseases.

The whole motion picture industry will be there. Favors for all. Music by Peter Duchin and his Orchestra. Phone for your reservations now!

FRIDAY, NOVEMBER 12th at 7:30 P.M.

IMPERIAL BALLROOM • AMERICANA HOTEL

(BLACK TIE)

ALL THIS FOR $75 PER COUPLE

•

FOR TICKETS PLEASE PHONE WI 7-5076

(No Solicitation of Funds)

Chairman 1965 Variety Ball
MILTON R. RACKMIL

Campaign Chairman
S. H. FABIAN

Scanned from the collection of the
Karl Thiede

Coordinated by the
Media History Digital Library
www.mediahistoryproject.org

Funded by a donation from
Richard Scheckman